What's Wrong With This Picture?

The vacuum cleaner is the drudge of the appliance family. Millions in use are 20 or more years old, yet families who can afford to replace them with new, efficient models, have not been sold.



Automatically done (tribes, pressures, allegererne para and postar-free records of \$ \$1 makes \$1500 housed in Lyan books, deated but sugar to ligamental process and of the fifth fadicies try Bookstone, falled my also autolished.

GARK



DISH-A-MATIC

"Gust conized" Drop-ile Dishercahe for poullation is prepent used or metal work purioses. All the metapophial heature of the sick and openate with

DISH-A-MATIC'

The Automatic Dishwasher Line with

MORE SALES POWER
PER FEATURE!



BUILT-IN ELECTRIC HOT WATER TANK

The first! The original!
Heats and keeps its water at
pasteurizing 180' for hygienic washing
and tinsing. Powerful sales closes!



Thorough, water-scrubbing CLEANSING ACTION

DISH-A-MATIC impeller whirls water at high velocity to remove even stubborn grease



EXCLUSIVE SELF-CLEANING TUB

Water rushes down fast-action drain, preventing deposit of food particles or scum in tub.



Most efficient FORCED-AIR DRYING

After washing and rinsing cycle, the DISH-A-MATIC lid opens automatically and the impeller forces air over every surface of hygienically clean dishes.



Vinyl-coated racks and "undercoating" for

QUIETER

Tub bottom is sprayed with sound-deadening material for quieter operation and maximum heat retention. Also, all moving metallic parts are cushioned in rubber mountings. Demonstrate to sell'



For the perfect tie-in sale
WASTE-A-MATIC
Food Waste Disposer
Point for Point, the best
disposer on the market

Exclusive anti-jam feature permiss on the marker!
Exclusive anti-jam feature permiss operation, guarantees cureomer assisfaction. Fits DISH-A-mandard Sink OS



pex

HOUR-SAVING APPLIANCES









The Cover . . .

While over 40% of vacuum cleaner sales involve a trade-in, there is impressive evidence that millions of cleaner owners still believe that the old machine is still functioning efficiently as long as the motor runs. This replacement market, plus the 47% of the wired homes still unsold, represents the great challenge to cleaner merchandising in the years ahead.

Kodachrome by Dave Rosenfeld





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Nelson Bond Vice-President and Director of Advertising

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Now Westinghouse netailers can



Maximum Profit, Fast Turnover, Minimum Inventory with only 7 Items to Carry

Now that Westinghouse has taken the wraps off a brand-new Electric Blanket, only Westinghouse dealers can offer a complete selection of all 3 types of electric bed coverings. You can offer this selection, Mr. Dealer, with only 7 items! Blankets in 3 decorator colors, comforters in 3 lush colors, and one electric sheet.

A Choice of All Types
 of electric bed coverings.

2. A Choice of Colors in Blankets . . . and in Comforters.

3. A Choice of Controls

blankets available with single or dual controls.

(Blanket Controls are packed separately to give you this flexibility without doubling your inventory.)

WESTINGHOUSE ELECTRIC CORPORATION · Electric Appliance Division · Mansfield, Ohio



offer all 3 ELECTRIC BEDCOVERINGS



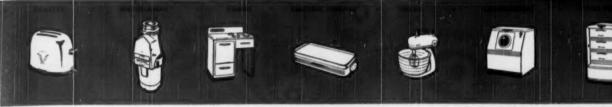
4 PROFIT-REASONS WHY IT PAYS TO STOCK AND SELL WESTINGHOUSE **ELECTRIC BED COVERINGS**

- * The only complete line: Electric Blankets, Electric Comforters, Electric Sheets.
- * Minimum Inventory—you stock only 7 items to sample and display the complete line!
- * Selling features not found in any other line
- * A line with a price range for every purse

CALL YOUR LOCAL WESTINGHOUSE DISTRIBUTOR NOW! STOCK UP IN TIME FOR THE BIG SELLING SEASON AHEAD!

See Them Demonstrated . . .

on "Westinghouse STUDIO ONE"... TV's Top Dramatic Show, Nov. 27 and Dec. 11. YOU CAN BE SURE .. IF IT'S Westinghouse







GREAT NEW MODELS!

A brand-new standard of value developed by A. O. Smith engineering and mass production leadership!

DARING NEW LOW PRICES!

Made possible only by mass production savings. More than a million water heaters have now been shipped from A. O. Smith's huge Kankakee works. New *Permaglas* Automatic Electric Water Heaters sell for no more than ordinary water heaters!

NEW. EXCLUSIVE CERAMITRON CONSTRUCTION!

(Patent No. 2267361) Assures positive protection of glasssurfaced steel tanks against attack by all corrosive waters.

A COMPLETE LINE!

There's a model for every purpose-a price for every family.

WIDE RANGE OF SIZES!

With the new A. O. Smith *Permaglas* line, you can always supply the capacity to fit the needs of every customer.

POWERFUL NATIONAL ADVERTISING!

Every A. O. Smith dealer is backed by the most powerful continuous national advertising in automatic water heating history.

Of course it's electric!

Glass can't rust!

of rust because GLASS CAN'S

A. O. Smith Corporation Water Heater Division, Dept. EM-1150 Kanhakee, Illinois

I want to be shown why I will make more money with the new model A. O. Smith Permaglas Automatic Electric Water

Name____

Firm____

Street

City Zone State



Atlanta 3 - Balton 16 - Chinago 6 - Dallat 2 - Davier 2 - Italiah 2 - Chinaton 2

Jangera 18 - Hilland J., Yann - Milmonton 2 - Stor York 12 - Philadelphia 3 - Chinaton 2

Fittishingh 10 - Sell (Ada Chy 1' - Sen Pinge 1 - Sen Procedure 6 - Sentite 2 - Pulse 5

Washington 6, C.C. - Intromotical Division (Milmonton 1

December 1, Cantilla John Land, C. 16.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W ARMSTRON

WHEN business is poor a column like this can find considerably more to talk about than when business is booming, because dealers have innumerable reasons to offer for slumps and plenty of complaints to make about competition and conditions in general. But today every dealer in the East seems to be doing a land-office business and everybody knows that it's a combination of (1) the season, (2) high family incomes, and (3) and primarily a fear of shortages and sky-climbing prices.

Prices have already made some rather substantial advances, yet eastern dealers have noticed little slow-up in buying. It can't be called war-scare buying anymore, because U.N. forces wrapped and delivered Korea fast enough to stymie public jitters. Now it's defense-scare buying. Everyone who can read a newspaper knows that shortages of basic materials are just around the corner. But nobody knows how big a shortage or what corner—so everybody's buying, just to be on the safe side.

Big Problem: Demand. Most eastern dealers report that demand is outrunning supply for most major items, including automatic washers, dryers, refrigerators, television, ranges, freezers. Nobody mentions water heaters, dishwashers, ironers or garbage disposers, although some of these items are on allocation

of these items are on allocation.

Like higher prices, the new Regulation W has had little if any effect on buying. One Buffalo, N. Y., dealer said, "We sold more refrigeration and TV during the first week of Regulation W than in the preceding week," and his firm was short of washers, TV, ranges, some models of refrigerators. Another merchant in the same area, however, reported that his annual range promotion didn't pull as well as in 1949.

and declared that appliance sales slid off somewhat at the end of September.

Concurrence in the report of dropping appliance sales comes from the Boston area—although a drop in this instance is no more serious than a man running the 100-yard dash in 9½ seconds instead of nine seconds; he's still fast enough to beat everyone else in the world. And demand still outraces production. For example, one dealer executive says, "Our electric range inventory is the worst in our appliance list." Another retailer declares, "We had a 60-day inventory early in the summer, but can't hold that level now. Dryers are in good supply for the time being." But business in the New England area isn't bad. Witness the courtroom admission of one merchant: He lost \$22,000 in May, had a \$40,000 profit by August 1.

Same Old Profits. Long Island dealers have their worries, although September business continued at the high levels of August—roughly 10 to 20 percent better than in the same month last year. They still have shortages of refrigerators, name-brand TV, automatic washers, and are afraid that, unlike white goods, there is no prospect for an easing of supply in TV. Remembering the tribulations of World War II, many Long Island dealers are looking around for substitute lines: some have again taken on records; others have turned to home furnishings; many are trying to expand their service departments.

Service for Servicemen. Like their Long Island fellows, Philadelphia dealers are striving to expand their service departments—with a notable lack of success. The reason: servicemen are usually young and healthy, make fine soldiers. So City of Brotherly Love retailers are, according to one informant, busily trying to steal each other's service staffs. One dealer even started advertising service in reverse by telling townspeople that in order to maintain his fine service reputation he can service only those appliances which he sells. Result: more sales.

Inventory Upswing? Paradoxically, dealers are reportedly building inventories in the face of huge demand. One Philadelphia merchant claims that dealers are stock-piling anything they can get, "which means that they're bound to get some dogs." This dealer is stock-piling, too. His August TV sales, for example, were the biggest in his history (until September totals, anyway) yet he actually spent more

money at his cost to buy TV during the same period than he took in for

A Philadelphia distributor disagrees with this report of inventory-building at the dealer level. As far as he knows, he says, dealers are selling stuff as fast as they get it. As for himself, this distributor declares that "we ain't got nothing." Items that go to dealers as fast as they come in include TV, automatic washers, kitchen cabinets. Clothes dryers aren't even coming in. Despite the shortage, this distributor plans heavy advertising up to Christmas on TV, washers, dishwashers, but cooperative dealer ads have been cut back about 25 percent since late July.

Denials of inventory building to the contrary, it is obvious that any dealer who can get merchandise beyond his immediate sales needs thinks it's a wise move to put it away. This reporter recently visited a small mid-New Jersey dealer, for example, who not only thought it was a good idea, but was doing it.

He had rented a huge garage and piled it high with refrigerators, washers, ranges, etc. No, I don't know how he got them.

Washington Inventory. Washington, D. C., dealers, too, must have had some luck in getting supplies, because three merchants there report good inventories as well as big sales. One calls his inventory "greater than it has been in many a year," although September appliance sales were up over August and TV is going great guns. "In dollars and cents," says this retailer, "we have more merchandise than we need, although we can't always get the exact make or model we want."

Another merchant with good inventory reports heavy demand for freezers, dryers, washers, and, of course, TV. He believes the price increases are already beginning to slow sales slightly.

A capital department store has about \$30,000 in back orders for appliances—with automatic washing the parade.

Another department store calls freezers its best seller. And freezers are the tipoff to the splurge of consumer buying. Freezers enjoyed tremendous demand during World War II, then slumped when peace seemed like a permanent guest. Now they're up again and the reason is that people are afraid of shortages and want to hoard foods. Similarly, they want to be sure of refrigeration, a chance to wash clothing, an opportunity to enjoy TV. So, whatever else they may be hoarding, consumers are not being misers with their dollars.

The Midwest



By TOM F. BLACKBURN

A NEW name has been added to the appliance lexicon; it is food waste disposer.

Once we called them garbage disposers, but sewage experts are against flowing garbage into the sewers, because the word means decayed cabbages and stuff to them. Food wastes are different, and okay.

E. J. Zimmer, who heads up Chicago's testing laboratories on plumbing (Chicago is national head-quarters on this matter) says a kindlier attitude is being taken on food wastes. Grease run through a disposer is emulsified to such a degree that it does not rise in cold water, does not stick to pipes. The food wastes are digested by the same bacteria that digest sewage. Even septic tanks are being approved for use with disposers (see booklet by General Electric) provided they are large enough. What is needed is more field tile to run off excess water.

Zimmer is finding that more grease comes out of the bathroom than out of the kitchen—four times as much, including lipstick, cold cream, soap.

Price Problem. Prices advertised in national magazines are worrying some Midwest dealers who have seen price rises in recent weeks. Customers come in, shake the magazines under the dealer's nose and tell him that this must be the price, as they just got the magazine, not realizing that it closed a couple of months earlier.

Manufacturers who use canned presentations in the cities where 20 percent off on television sets is the rule are finding that dealers do not respond kindly to the suggestion that they spend 5 percent of their sales on advertising. It just isn't in the cards, say dealers, to give this big discount and then run a lot of

(Continued on next page)

EVERY EXCLUSIVE FEATURE A POWERFUL SELLING POINT



EXCLUSIVELY RECOMMENDED

by Gayelord Hauser

author of LOOK YOUNGER, LIVE LONGER (condensed in the October READER'S DIGEST) says

"AFTER TESTING ALL SIMILAR MACHINES. I SELECTED THE OSTERIZER AS THE QUICKEST AND THE BEST ...





Now Available

Gayelord Hauser now available. Ask your salesman or write today



ELECTRIC HOUSEWARES

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

THE NATIONAL APPLIANCE—RADIO TV PICTURE

CONTINUED FROM PAGE 5 -

publicity. Why not stop giving discounts-can't, reply the dealers, with every other retail store on the block doing the same.

The good news from Korea makes it obvious that the end of the scare buying is at hand. Don't be sur-prised, says A. C. Nielsen, Chicago marketing expert, if there is a drop in sales after the scare. A two month boom can be followed by several months of business decline. On the other hand, dealers are still piling up inventories. One manufacturer of indow fans paused in his dumping of 1950 models, realizing that he could earn a better dividend by holding stock until 1951. The stuff simply could not be duplicated for the same price.

No Retreat in Prices. "The jump in prices was largely due to a realiza-tion that the dollar had depreciated," declared a Chicago advertising agency man. "There is little likeli-hood of prices going down, now that war pressure is letting up."

A stock in the basement will pay off next year.

Revelation came recently of how one of Chicago's celebrated discount houses pays its 20 salesmen. Each draws \$50 a week. If he sells an appliance at list, the man gets a 1h percent override; if he sells at a 10 percent discount, his take falls to one percent; and if he sells anything at 20 percent off, he makes only one half of one percent. When crowds are in the stores, and things are popping, you get the chance of a bigger bargain than on rainy days when the man has time to work on you.

A movement is afoot in the Middle West to organize the appliance business from a political basis; to have somebody go to Washington and deal with the government groups that sock the industry without advice. Regulation W is set up without consulting a single appliance man, and 25 percent down demanded. Appliances are clipped for excise tax, without a word of suggestion. The appliance industry pays millions and has no voice.

The South



By AMASA B. WINDHAM

THE fall buying rush for appliances is enormous in almost every section of the South. One of

the best buying periods yet recorded was during the two weeks immediately preceding Sept. 18th, when credit curbs were slapped on by the government. Dealers from Virginia to Texas declared they had never seen anything like it.

Strangely enough, the buying was not confined to those appliances which came under the credit curb regulations. For example, out in Beaumont, Texas, one dealer ran a balf-page ad on small radios in a morning paper, two days before the regulations went into effect. Before nightfall, he had sold out completely. The obvious fact was that the reappearance of Regulation W had a psychological effect on the sale of all appliances.

A look at percentages tells the story of the big selling push. Nashville, Tenn., claimed that the sale of ranges, water heaters, refrigerators and home freezers was up staggering 46 percent over 1949. Sister cities such as Knoxville and Chattanooga reported estimated gains of 20 to 30 percent in the same equipment, while Birmingham and Atlanta dealers summed up gains in sales volume of approxi-mately 25 percent over last year.

Big Year For Texas is having a whale of a year in appliances. Only in Houston was there a decline in sales of-of all thingstelevision. Houston dealers could not explain the lag in this particular item while other southern cities were mopping up on it. However, everything else was booming, just as it was in Dallas, San Antonio, Fort Worth and other Lone Star areas. Nowhere was there a particularly sharp drop in selling after the credit curbs had been slapped on.

Florida dealers looked forward to the winter season. There were re-ports from the resort cities that an unusual number of winter residents had come down early in order to stock up on appliances. At any rate, sales of almost all appliances were better than at any period since the end of World War II.

In almost every section of the South, home freezers were the big item in demand. Dealers were sell-ing all sizes, types and models in the freezer line. Strict allocation was the rule in all sections and shortages were a distinct possibility, particularly in the cities along the Gulf Coast. Refrigerators and ranges remained in the short category and washing machines were not too plentiful.

Canny distributors were advising dealers to concentrate on other lines than the heavy selling kitchen items, and many retailers have begun to do so with good effect. One dealer in Shreveport, La., staged a promotional campaign on portable ironers, which retail at \$49.50, and was surprised to find his salesmen selling from five to 25 of them every day. Other dealers have begun to push disposal units, dehumidifiers, clothes dryers and ventilation equipment, which they had heretofore neglected

Radio Sales At Peak. Big sales in radio sets of all kir Is were reported from the Carolinas, Alabama, (Continued on page 8)



AND MORE S chears Take sport the Model ARC 191-78
will have see seighted Weigned changis 3 through and is opposed
for years and of the banking areas.

eny number of interference grahlem.

America constatueity good reception up to 25 miles.

\$37,50 List Price.

The Granger

The AMENON TWO-STAGE BOOSTOR
— Model ARC 101-100 increases
original TV signed strangth 8 times
and is recommended for distant corel
arcos. Consistently good recopition
over 100 allos.

TELL THIS STORY
TO YOUR
TV SERVICE MAR
OR YOUR



BE SURE YOU KNOW ALL THESE FACTS

Only ANCHOR can provide your customers with ALL of the most Ultra-Modern advantages for consistent, top-notch, long-range TV reception. Here's why!

- ANCHOR has the highest gain of any TWO-STAGE BOOSTER.
- ANCHOR has the highest Signal to Noise
 Ratio.
- ANCHOR is the only non regenerative unit
 available. The unit that is not returned.
- ANCHOR'S Single Knob Construction is so convenient for Baaster is turned on and conbe switched and tuned all on the same knob.
- ANCHOR'S New and Revalutionary method of construction of the RF Stage (Pat. Pend. is the only real engineering advance in Baosters in recent years
- ANCHOR'S TWO STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.
- IMPORTANT ANCHOR'S TWO STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete sortisfaction.

Expensive high towers—still unsatisfactory reception.

\$49.50 List Price.

Hazardous installations subject to damage and repair.

Many trips to repair or maintain faulty installation.

Dissatisfied customer complaints costly.







ONE SALE

ONE UNIT

ONE CALL

ONE satisfied customer.

If you are a dealer and have your own service men who make the installations on the TV sets you sell, it stands to reason that an installation of one of the many fine simple-to-install antennas, plus an ANCHOR BOOSTER will make a faster and more profitable installation for you, or your service agency, as well as a completely satisfied customer. REMEMBER, return calls due to dissatisfaction cost you money.

SERVICE MEN: take on ANCHOR BOOSTER with you en every installation.

ORDER FROM YOUR JOBBER TODAY

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE . CHICAGO 23, ILLINOIS

ANCHOR ENGINEERING ALWAYS A YEAR AHEAD



Flexo-Step

- All Merchandise Displayed where it is Easy-to-See, Easy-to-reach.
- Over 50% More Selling Space than conventional store equipment.

 "Head-On" and "Side-Unit" Models
- te make 5'x5' and 5'x10' Islands.
- "Side-Units" Also for Modern Flexible Wall Section Displays.

Inset illustrates ease of displaying merchandise üt verying sizes on FLEXO-STEP. 24" high base sections with aliding doors provide storage for reserve stocks. Modernize—sell more with FLEXO-STEP.

NARDA Members contact your Chicago Office

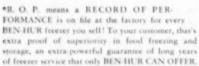
ADD SALES CO.

714 Commercial St. MANITOWOC, WIS.

GREATEST SELLING IDEAS

BEN-HUR ROP TAG
on every freezer in the brilliant
New BEN-HUR Line of
"America's Fines!"

farm and home freezers



Ask your distributor why the BEN-HUR franchise is one of the best volume-and-profit producers of the year — or write for details. FOUR new BEN-HUR Freezers meet every family need — 8.5, 12.5, 16 and 20 cubic foot capacities. Every one with an E.O.P. and rich in new sales features.

BEN-HUR MFG. CO. Dept. EM, 634 E. Keefe Ave. Milwaukee 12. Wisconsin

BEN-III FARM and HOME FREEZERS

- CONTINUED FROM PAGE 6 -

Georgia and Florida. Autumn has always been radio's best season, but business in this field during September was at a peak. Television set sales, except in the case of Houston, cited above, were also at the high mark. In Atlanta and Birmingham, particularly, dealers did a whopping business in anticipation of the arrival of the co-axial cable on Sept. 30th, when "live" programs were brought in. Incidentally, Nashville became the 16th big southern city with television, the medium going on the air there as September ended. Bill Hall, of Nashville Electric Service, said the sale of video sets had been good for the last three or four months.

Despite assurances such as that made by Hotpoint's James J. Nance that the supply of appliances is very large and probably will continue to be so, dealers were dubious. There was plenty of uneasiness over the prospect of heavier shortages and stricter allocations. Almost every dealer who could add to his inventory was doing so. Nevertheless, Nance got support from almost all the utilities, which kept right on with their promotional campaigns. The Carolina Power & Light Coadded seven new members to its already large home service department and promised dealers the best in cooperation. Down in Louisiana, New Orleans Public Service, Inc., wound up a slam-bang home freezer campaign during which \$150,000 worth of new freezers were moved. Other utility campaigns were being scheduled.

Prospects for the final quarter of the year are excellent as the situation stands today, and 1950, unless things are considerably altered by the atom bomb, is bound to be the best year in appliance history. that although manufacturers undoubtedly have a relatively normal supply of appliances for delivery, the West in many cases is not getting its full share. Difficulty of obtaining shipping space is one of the contributing factors. Rush of troops and supplies to Korea for a time, at least, took up a large part of the available rolling stock, with the result that shipments were indefinitely delayed or were routed far out of their normal course.

Westerners feel that when the demand exceeds the supply some manufacturers are occasionally guilty of allowing the near-at-hand purchaser to go off with supplies which might have been shipped, with greater difficulty, to Pacific Coast buyers. Conversely, when supplies later become abundant, the same manufacturers remember the unfilled orders, and ship appliances in large quantity out to the Coast, expecting them to be absorbed.

Shortages. The great success of the electric range campaign spon-sored by the Northern California Electrical Bureau in June may be in part responsible for the present shortage of ranges in this area. Some small appliances, among them irons are also difficult to come by. On the other hand, the refrigerator situation is about normal. Colorado reports sales of smaller appliances the wholesale level to be from 15 to 20 percent above last year. with retail sales in August up from 30 to 300 percent as compared with 1949. El Paso August sales were better than double those of July on almost every major item. British on almost every major them. British Columbia reports a boom similar to that in the States. Major electrical appliances sold by Vanconver deal-ers during July were 65 percent above the same period last year.

TV Slump Past. Los Angeles's

TV slump seems to be definitely past. Although it cannot be said that discount houses are out of busi-ness, most of them are "fresh out" of many of the desired items. It is possible that they have put some stocks in storage, ready to bring them out again for later discount sale, or to sell them later in an improvised black market, whichever way the future may develop. There is some danger that the few dealers who may have had a chance to over-buy may later become a source backdoor purchases when sales fall off. It appears that a sincere effort is being made by distributors to clear up the discount situation. One firm spent \$10,000 in a single month in an effort to enforce the fair trading of its products. In the meantime legitimate dealers are enjoying a steady if not spectacular demand. Although sales for the second week in August were considerably below those of the first week, 50,474 sets were sold during the month. The Electric League estimates that television ownership in that area is growing faster than in any major city except New York. A September 15 report gives the present ownership of sets for the area at 693,369, almost double the num-

her reported in January. One set to

every 2.3 families in Los Angeles

(Continued on page 10)

The Far West



By CLOTILDE G. TAYLOR

B UYING continues above normal on the Pacific Coast, even though scare buying is now a thing of the past. Retail sales volume in many cases is limited by the supply and bonafide orders are being taken by most dealers for later delivery. Few firms had a chance to overstock, as allotments were already in force before most of them had time to plan ahead. Distributors' warehouses are bare. General feeling is

VACUUM CLEANER

CARPET SWEEPER

REATEST NOMECLEANING INVENTION IN 20 YEAR

LOOK. Attached to the Lewyt, it's a VACUUM CLEANER!

Presto:
simply detach
the HOSE and...

Change-O!
by itself it's a
CARPET SWEEPER!



WORLD'S FIRST HIGH-SUCTION RUG NOZZLE WITH A REVOLVING BRUSH!

- e It's a vacuum cleaner! Empties itself! Cleans itself!
- Adjusts itself to all rugs! It's 2-appliances-in-1! Saves space!

"OPTIONAL EQUIPMENT

The Lewyt Vacuum Cleaner may still be purchased with the world famous No. 80 Rug Nozzle . . . which we consider to be the finest single purpose rug nozzle ever manufactured!

ONLY LEWYTHAS IT!

Add a sensational feature to an already sensational product, and you've hit the Jackpot! That's just what this amazing new invention is doing for Lewyt! Imagine! A vacuum cleaner plus a carpet sweeper—both in one revolutionary new attachment! A home cleaning miracle that makes Lewyt the world's first high-suction vacuum cleaner with a revoluing brush!

No wonder Lewyt's backing it up with the most terrific

No wonder Lewyt's backing it up with the most terrific advertising, promotion, and publicity campaign in cleaner history! National Magazines, network television, radio, outdoor billboards, Dime-a-Demo deals for dealer's salesmen, "Free" Perfume Promotions to boost store traffic! Never before have you had such a golden opportunity to cash-in bigger, faster, surer! You can't miss! See your Lewyt distributor today!

have you had such a golden opportunity to cash-in bigger, faster, surer! You can't miss!

See your Lewyt distributor today!

PLUS • No dust bag to empty • New "Speed-Sak" • It's quiet—no roor • Allergy-proof filter

system • New "Dastalater" • Sees-saying starces • 10 light, easy to use offer hearts, that dust

system * New "Dustalator" * Space-saving storage * 10 light, easy to use attachments that dust furniture...doan drapes...spray paint...sweep bare floors...brighton upholstory...de-moth closets!

LEWYT CORPORATION . VACUUM CLEANER DIVISION, DEPT. 11 . 76 BROADWAY, BROOKLYN 11, N. Y.

Where shoppers stop... AND BUYING BEGINS

The store with an eye-catching, inviting face is the store with customers in it! Merchants who have modernized their stores with Pittsburgh Glass and Pittco Store Front Metal have proved this . : . with increased sales. They proved that shoppers will go out of their way to shop in modern, attractive stores.

A most effective "shopper stopper" is the Pittsburgh open-vision store front. It offers the maximum of display space—the first requisite of good store design—lets passers-by "shop" the entire store interior . . . even after closing time.

Don't let passers-by pass you by. Use the magnetism of a modern Pittsburgh Store Front to attract shoppers to your store. And when you remodel, don't



skimp. For the greatest returns in increased business, modernize completely, inside and out. Easy payment terms can be arranged if you desire them.

In the meantime, why not send for our free modernization booklet, "Modern Ways for Modern Days?" The coupon below is for your convenience,

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8-

County is the estimate. Tubes and replacement parts, metal antennas and coaxial antenna cable are short items in this area.

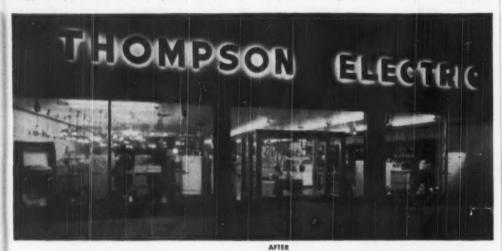
Color Line. The initial color decision announced by the Commission seems to have had little effect on customer buying—about the same number as previously are postponing purchase, ostensibly to wait for color reception. Interest in prompt development in this field seems to be even greater among advertisers than among the public and the prediction has been made that color will be adopted in television more rapidly than was techical to the color in the movies because of the greatly enhanced value to the advertiser of color display of his wares.

tiser of color display of his wares. Speaking of color, the West has shown no rush to purchase color items in electrical appliances. Dealers on the Coast seem to feel that brightly colored refrigerators make an attractive display and are good advertising, but are salable only to a minority. A report from the Inland Empire Electrical Dealers' Assn. emphasizes the difficulties which a general acceptance of color would entail, including a greatly increased inventory. Once a customer starts on a color line, matching colors in other appliances must also be available.

Football Support. Dealers are taking seriously their obligation to support football events which have been given attendance guarantees by TV set manufacturers. In the San Francisco bay area, care is taken that television advertising does not claim "seats on the 50-yard line" for set owners, but only that television offers a good way to see the game if you are unable to go in person. Sale of tickets through dealers has been quite substantial and electrical firms are finding it good business, bringing customers in to their stores.

Promotions Continue. Some promotions are still going on in spite of shortages. Southern California Edison, having had good success with an electric coffee maker campaign in Orange County, is continuing the promotion throughout the remainder of the year, with intensive two-week barrages of advertising in each section of its territory. San Diego has a lamp bulb campaign on through September and October. In Phoenix the utility promotions are now being merged with those sponsored by the newly formed AMA (Appliance Merchandisers' Association). This area is ahead of the quota for the year as set by the utility when its program started last fall.

San Francisco's Electrical Wonderland held during the last week in September ran to record crowds, attendance averaging better than 10,000 per day. Dealers with exhibits made a good number of sales, while distributors welcomed this opportunity to make a display of their lines to the public at a time when stocks were too short to permit an adequate showing of appliances on



THE LOOK THAT SELLS. The Pittsburgh open vision front of this store in Beaumant, Texas, converts the entire store interior into one brilliant display case that captures the attention of the passer-by , , wins her admiration , , draws her inside. The expanse of Politished Plate Glass is set in fustrous, clean-cut Pitto Metal. Sturdy, inviting therculite Doors complete the open-vision design. The piers are colorful Carrara Structural Glass. Architect: Wallace B. Livesay, Beau-

Store fronts and Interiors by Pittsburgh



BEFORE

Pittsburgh Plate Glass Co 2211-0 Grant Building, Pi	
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	y part, please send me a race cop- modernization. "Modern Ways fo
Modern Days."	BRADETHISMINIL MORRETH WAYS IT
Name	
Address	
City	State
(10)	State



PAINTS . GLASS . CHEMICALS . BRUSHES . PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Zenith's Great New Cobra-Matic' Variable Speed Record Changer

the easiest operating
...simplest...
all-speed automatic
record changer
ever invented!

plays any speed record now made or yet to come, 10 to 85 R.P.M.

• Now from Zenith—and Zenith alone—comes this spectacular, all-time answer to every record playing problem! The exciting, thrilling "Cobra-Matic" . . . first and only record changer that plays any speed record now made or yet to come . . . not only 33½, 45, 78 . . . but any speed from 10 to 85 R. P. M.!

Now with the "Cobra-Matic" you can offer customers any Zenith® combination with positive assurance that a new record speed will not make it obsolete. Demonstrate the marvelous, unequaled tonal beauty of the new Super-Cobra Tone Arm . . . its glorious reproduction of records on a Radionic® Wave. Cash in on the amazing simplicity of the "Cobra-Matic's" one dial for speed, one dial for size control! Sell all your prospects on a record changer that is without equal or comparison in record playing history.

It's a great profit-making opportunity. So don't miss out. Talk . . . demonstrate—the "Cobra-Matic"—get set for a boom in phonograph sales with the Zenith "Cobra-Matic."

Only the "Cobra-Matic" has all this

- 1. Super-Cobra Tone Arm Plays Every Record Size—7, 10, 12 inch . . . Every Record Speed From 10 to 85 R.P. M.I
- 2. Variable Speed Lets You Set R. P. M. Control For Perfect Pitch — Or Synchronize Pitch To Any Musical Instrument Or Voice!
- 3. Just Two Simple Controls . . . Dial For Record Size . . . Dial For Record Speed . . . PLAY!
- 4. Reproduction On A Radionic Wave For Truer, Richer Tonal Beauty . . . Practically Free Of Surface Noise!
- 5. No Needle To Change No Extra Attachments To Adjust!

Available now in a brand new line of 1951 Zenith consoles and table models of outstanding beauty . . . quality . . . performance!

Zenith is No. 1 for 51!



Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" In Radianics Exclusively • Also Makers of America's Finest Hearing Aids



You are sure of the very best in engine value and performance when you insist on Briggs & Stratton-the best-known name in single-cylinder, 4-cycle, air-cooled engines. The wide acceptance of Briggs & Stratton engines for dependable performance has been created by an engineering and manufacturing experience record of more than 32 years, acquired in the building of more than 4 34 million engines,

BRIGGS & STRATTON CORP. Milwaukee 1, Wis., U. S. A.



In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment,

WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

CONTROLS OUTLOOK: TOUGHER AND TOUGHER

Government controls on business will get tougher-not easiereven if there is no new flare-up to follow the apparent end to the Korean "Police Action."

Scarce materials will keep getting scarcer as more and more of the supply is diverted to strictly military needs.

The National Production Authority—the agency that has the biggest chunk of the controls over materials and most industry took the first step toward giving the military a priority over civilian business. So from here on out you can look for an increasingly frenzied scramble for scarce materials. The Korean war was fought and won with equipment that was already on

So far, there has been no real drain on scarce materials that can be attributed to the military's suddenly doubling the amount of money they have to spend. The contracts are largely let but it will be months before the items now on order begin to roll off production lines.

Government officials fear the loss of public support for a tough controls program if Korea moves off the front pages and if there is no other patriotic spur to the acceptance of sacrifices on the home front.

But the administration is committed to building and maintaining the bigger military establishment as insurance against the repetition of another Korea elsewhere. And it appears certain that there will be bi-partisan support for this policy.

Tipoff may come by next spring-about the time the materials situation first begins to get really tight. Then Congress will have to begin thinking about extending the Defense Production Act, which now carries an expiration date of June 30, 1951.

At present it seems inconceivable that the war powers won't be extended about as they now exist. But the obvious preparation by administration officials for a campaign against a "letdown" indicates that they are not taking this for granted.

HIGHER EXCISE BEING TALKED

Now that excise taxes on television and freezers have been brought into line, you can look forward to talk about raising some excises skyhigh.

Government officials are figuring out new tax gimmicks that would help cut back civilian spending of luxury items, particularly, that compete with essential goods for scarce materials.

The idea is taken from the British purchase taxes, which range from 33 percent on home appliances to 100 percent on luxury automobiles. The purpose of such a tax would be two-fold:

It would cut back on production of these items, and 2. It would raise revenue for the government from those

people who have the money to pay steep prices for luxury goods. Many appliances, of course, are now necessities to almost every American family. But you could put a higher tax on, say, an air conditioner than on a refrigerator or a higher tax on a TV set than on a freezer.

And you could put a relatively higher tax on any higher priced item, thus putting the price advantage considerably in favor of "austerity" or lower-priced models.

There's no telling at the moment, of course, whether or not any such tax could be voted. In fact, the chances seem against it. But look for this kind of tax-and other similar schemesto get serious consideration when the time comes for Congress to up taxes again in order to pay more of the cost of our expanded military program establishment.

As an employer, this is how to fleure the draft.

Employees over 35 will not be drafted. Those 26 to 35 will not be drafted in the "foreseeable future." Those 19 to 25 will be drafted in the next year if they are physically fit.

Selective Service is putting pressure on for the under-26 men. You can expect regulations exempting young men with dependents to be lifted. And the next Congress will be asked to change the draft law to lift the exemption granted World War II veterans. With the draft limited to men under 26, few are getting occupational deferments.

The armed forces want the draft to provide 300,000 men in the next six months as a big step toward building up an armed force of three million by June 30. Once that is achieved, selective service expects it will be necessary to continue drafting 100,000 men a month to keep our forces at that level.



Electric ROOM HUMIDIFIER

Here's why!

Heat that warms a home also dries the airl And dry air takes moisture from wherever it can get it. It draws moisture from skin, nose, throat! It takes it from furniture, floors, walls. That's why skin feels dry and drawn in the winter. That's why throats tickle, why your nose feels dry and stopped up. That's why cracks appear in walls, why furniture dries and breaks. And that's why a Fresh'nd-Aire Humidifier is essential to everyone who draws a breath!

The Fresh'nd-Aire Humidifier pulls in dry, parched air-washes it-fans it out fresh-with the exact amount of moisture air requires. There's no need then for air to rob your skin, your body, your house of additional moisture.

Here's what it does!

- · Relieves night-time discomfort of coughs, stopped-up nose, difficult breathing.

 • Keeps air fresh with windows closed.
- · Filters germ-laden dust, dirt, smoke, and
- pollen from dir.

 Cuts down fuel bills.... More comfort
- with less heat. · Preserves furniture, books, musical instruments from ravages of dry air.
- Helps provent dry, parched skin.
 Relieves suffering from Hay Fever and allergies due to dust and dirt.

So practically averybody who draws a breath is a prospect for Fresh'nd-Aire's new low-priced Humidifier! Be sure you get your share of this new appliance market!

FRESH'ND-AIRE COMPANY

Manufacturers of Cory Coffee Browers
Fresh'nd-Aire Fans
Circulators
Mumidifiers Cory Electric Dishwashers

221 Horth La Salle Street . Chicago 1, Illinois

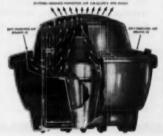
NEW HIGH-STYLE DESIGNI

TRADED \$

Smarth-styled as a piece of good furnitural *
Attractive, durable two-tone green-gray and
cream plastic * Neutral shades blend with any
color scheme.

WHAT IT BOES!

Moisturizes airl Washes and filters airl
Deodorizes and purifies airl





"Put me out where folks'll see me . . I'll do 90% of your selling for you. All you have to do is close the deal . . get the signature on the dotted line!

"That's easy, too, because Mrs. Home Maker will marvel at my beauty and utility . . and, the man of the house—who clings to the family purse strings—will cater to her whims when he glances at my amazingly low price. SUCH VALUE!

"Low price, yes . . but your fair profit's there. You'll profit more with the sale of Wagoner Water Heaters and Ranges than any similar items.

"MAIL THE COUPON BELOW for 1950 Wagoner Booklet in color, showing complete Wagoner family of Water Heaters and Ranges.



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ECONOMIC CURRENTS

The Prospects for Price Inflation

(By McGraw-Hill Dept. of Economics)

The price inflation prospect (to which this report is primarily directed) has become even more pronounced than we anticipated and

 The danger of a disastrous wave of price inflation is increasing steadily and rapidly.

By a disastrous wave of inflation we mean one that would boost the general average of wholesale prices by as much as 20 percent during the fiscal year ending next June. Since Korea, these prices have gained 6½ percent.

An increase of this size, which is now clearly to be reckoned with, would set the stage beautifully for the Communist fifth column to plug a "flight from the dollar." The line would be, "Your dollars are spoiling on your hands. Cash your government bonds to save your skins. Don't buy more bonds. Buy things, anything except a promise to pay decaying dollars."

In fact, this line is already being plugged, ironically enough, not by the Commies but by advisors to American business men. One of the most influential business forecasting and advisory services urges its clients to hurry out and buy things—"big things that cost big money . . personal and business things." But neither the inflation nor the propaganda has gone far enough yet to set the stage for a wrecking crew to put on a real drive against the dollar.

The latest boost to inflation has been provided by the spectacular voluntary wage increases in the automobile industry.

Part of this boost, the smaller part, comes from the fact that more dollars will be put in the hands of workers to bid for a supply of goods that is being shrunk by diversions to the military and foreign aid. This will increase the inflationary gap a bit.

The larger part of the boost for inflation by the new wave of voluntary wage increases comes from the fact that a most influential group of business leaders has tossed in the sponge virtually at the sounding of the bell for the fifth round of wage increases. They probably had little in the way of alternatives. But wage increases now give assurance that an underpinning of higher costs will soon be sustaining the inflationary surge created by the nervous post-Korean rush to buy.

 There is little reason to expect that government controls are soon going to put any very substantial crimp in inflation.

Insofar as these controls consist of taxes designed to take away the dollars that would go to bid up prices, they are not only too little and too late, but in one major particular they are going in exactly the wrong direction.

A bill to increase the federal tax take by about \$5 billion is now moving toward passage and another bill to increase the take by \$7 billion is being shaped up. That's a total of \$12 billion. But by the middle of next year, rising expenditures for the military and foreign aid, under the present program, will create an inflationary gap of \$30-35 billion. So the tax program, present and in prospect, is designed to lap up only about a third of it.

As at present designed, one key part of the tax program, the excess profits tax, will actually promote infation by encouraging laxity in controlling costs. Why ride costs hard if the government is standing by to take 85 percent or 90 percent (or whatever percent is finally fixed for the EPT) of the saving? No answer.

Direct price and wage control machinery, with which President Truman is being equipped, is certain to work badly at best. It will simply defer inflation, not cure it—because it goes nowhere near the root of the trouble. The root is an increasing supply of money to buy a decreasing supply of civilian goods.

With so much money around and due to be poured into the stream of purchasing power, tighter restrictions on consumer credit, though headed in the right direction, cannot be expected to get very far.

Neither can the Federal Reserve Board with its valiant struggle (partly against the Treasury Department) to check inflation by holding down the supply of money and credit.

4. Some slight subsiding of the wave of inflation touched off by the Korean crisis, with a little more subsiding in sight, complicates the problem by falsely leading quite a few people to think it will take care of itself.

Since the end of June the average of all wholesale prices has risen 6½ percent, that of manufactured goods 5 percent. But for the past eight weeks the rise has been steady—at a rate of about 1 percent a month.

This levelling off, though still marking a very rapid inflation, has encouraged the hope that the wave has spent itself, and will soon start receding. This hope is likely to get further encouragement in the period immediately ahead when (1) food prices normally have a harvest time seasonal decline and (2) U. S. Treasury tax receipts, swelled by the post-Korean crisis super boom, may temporarily exceed federal expenditures.

But any hope that inflationary pressures are more than momentarily subsiding will be dashed, because

 An accelerating flow of federal expenditures for the military and foreign aid will create the pressure to start prices sooming again in 1951.

In World War II, it took about a year to step war production up to a point where it was operating at a rate which took 15 percent of the gross national product. That is about the same percentage which the present program ultimately proposes to take. While no

(Continued on page 16)

The Best Kitchen Salesman in Town...Wo For You No

How Trained Salesmen Can Increase Your Profits!

Right on your own payroll . . . there is probably a man who can increase your kitchen business many times over. He's alert, aggressive and capable. He's potentially a top kitchen salesman . . . who needs only development and training to be your most profitable employee - the best salesman in town.

American Kitchens can give him that training-and at absolutely no cost to you. Dealers' records prove that in selling a specialty line like kitchens, sound, adequate salesmen's training is a sure road to big success. American Kitchens distributors train your men in centrally located schools and right in your own dealership.

American Kitchens training methods are recognized as the finest by universities, sales authorities and technical publications. They are effective, extremely practical and interesting, and above all, they have proven successful in increasing dealer volume.

Upon completion of the American Kitchens training course and the passing of a final examination, the sales trainees receive a beautiful miniature version of the solid gold badge shown above. It identifies the trained kitchen specialist, the person who knows kitchens . . . who can increase your volume and make bigger profits for you.

Fill in the coupon at the right. Put American Kitchens training to work making money for you.

Qualifications of a Kitchen Expert

- He knows how to locate good kitchen prospects.
- He knows how to sell all of American Kitchens outstanding advantages.
- He knows how to plan any kitchen.
- He knows how to sell his plan.
- He is an expert on proper installation.
- He uses the satisfied customer he makes to get other prospects.
- He is enthusiastic about the money-making prospects of the American Kitchens business.

MOST PROFITABLE APPLIANCE YOU CAN SELL

AMERICAN I

American Central Div., AVCO Mig. Corp.

Connersville, Indiana

I am an American Kitchens dealer and want information on training from my distributor.

Lam intercents in the contract of the c I am interested in an American Kitchens
Tarkine if one is available in my ter-

Company_ Address City-

County.

IT'S NEW... IT'S

Every Sentinel you sell today means happy, satisfied customers—customers who will endorse Sentinel to their friends and neighbors, build more sales for you next February, March or July when you will need them. Watch Sentinel, it's alive and will continue to climb when the "dogs" are dropping out right and left.

Alive with quality that stands up—alive with beauty that endures—alive with features that mean fast sales against any competition, plus long lived satisfaction for your customers—yes, Sentinel is alive with interest for live dealers who want to stay alive when the present "gold rush" is over!

Write TODAY—we'll PROVE how Sentinel is, and shall continue to be, thoroughly alive to your prosperity!





Jentine Television Sets

Model 428-CVM-Mahagany

Also colorfust Blond-Model 428-CVB

Snub Service Calls!

SENTINEL RADIO CORPORATION EVANSTON, ILLINOIS

ECONOMIC CURRENTS

-CONTINUED FROM PAGE 14 -

one can say with any degree of confidence, it looks as though the timetable may be somewhat the same this time. This means that the present program will be getting up toward its peak sometime after mid-1951.

6. A far more effective program to check inflation is oconomically feasible, but there is little evidence to indicate that such a program will be followed.

A relatively effective program would start off with emphasis on salvation by production as well as salvation by controls. And then it would move out to get the production rather than to hold votes.

It would not be a soft program. It would sharply cut down all non-essential government spending. It would take far more in new federal taxes than it is now proposed to take, but at the same time it would create incentives for more and more efficient production—just exactly the reverse of what an excess profits tax does.

For example, it might well provide special tax concessions on profits used to purchase new equipment which will greatly increase industrial efficiency.

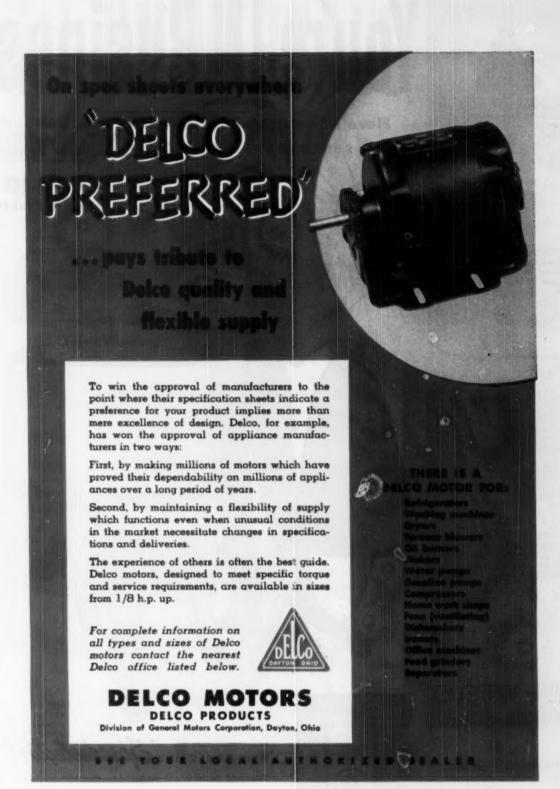
By being temperate and sensible, such a program might have a chance of stimulating that sense of responsibility and self-restraint on the part of the business community generally without which no government program can work in this twilight zone between full scale war and something else.

In the economy as a whole demand is running well shead of production now. Proof, of course, is that prices are rising at the rate of about 1 per cent a month. By mid-1951 the gap between demand and supply is likely to be on the order of \$30 to \$35 billion.

What could offset that? The biggest unknown is what people will do with their savings. During the last war, people increased their savings from \$3.7 billion in 1940 to \$9.8 billion in 1941. And they almost tripled them again in 1942, saving \$25.6 billion. A comparable gain now would go a long way toward closing the inflationary gap—but we can't count on it. End



"YOU CHIMED, SIR?"



S VIII LATOR ON

PAGENTED SYSBILATOR with high sever designed to develop oppor and line's explor excepts for Maximum, and a service.



A "CONNECT-O-ROLL" Wringer is super-safe. A light type on electes or touch of the releases har releases reli pressure insteady!



WPRESSURE CONTROL on the wringer rolls can be set easily and wickly to the exact pressure for every type of febric!



M-EVERLAST MECHANISM is lifenime lubricated, with full-power direct drive - no belts, quiet rubber-auchiemed motor.



FINESCH PLICK PUMP control is sparated by a touch of the finese to start the friction sirive, quick-



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You're IN Business

Here's the amazing leader of the line...
the sensational UNIVERSAL 2-Speed Washer



NEW EXCLUSIVE Speedselector!

Two-speed control in one washer! Low speed for fine fabrics ...high speed for heavy laundry. A dramatic salesmaker that lets your customer control her washing! Plus ... the famous Time-A-Matic Timer that takes the "watching" out of "washing"! Plus ... Safe-T-Switch that shuts off the motor in case of overload or stalled wringer!

WITH UNIVERSAL'S BIG HOME LAUNDRY LINE!

FEATURE THE UNIVERSAL LINE... and you're set to do the kind of fast-moving, high-profit business that only the widest line of top quality home laundry equipment can develop for you.

WHY?

Because Universal gives you models exactly suited to your prospect's needs . . . priced to fit the fattest or the thinnest of budgets.

Because Universal gives you features that mean top value... a semi-automatic operation with the sensational Speedselector for 2-speed washing, super-safe Control-O-Roll Wringer, Floating Power, Sterilator Action...and many others.

You're "in" business with Universal... and the profitable chance to "sell up" on every sale. For the proof, ask your Universal Distributor about the success stories of dealers who are in business with the Universal line!



UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Your money goes farther ... your work goes faster!

These are the famous Advance-Design features that help make

CHEVROLET TRUCKS AMERICA'S FIRST CHOICE!

TWO GREAT VALVE-IN-HEAD ENGINES: the 105-h.p. Loadmaster or the improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load POWER-JET CARBURETOR-smoother, quicker acceleration response . DIA-PHRAGM SPRING CLUTCH for easy-action engagement . SYNCHRO-MESH TRANS-MISSIONS for fast, smooth shifting . HYPOID REAR AXLES—for dependability and long life . DOUBLE-ARTICULATED BRAKES-for complete driver control . WIDE-BASE WHEELS for increased tire mileage . BALL-TYPE STEERING for easier handling . UNIT-DESIGN BODIES—for greater load protection . ADVANCE-DESIGN STYLING-for increased comfort and modern appearance.

You're money ahead with Chevrolet trucks, for Chevrolet is the lowest priced line of all-and offers exceptional savings in on-the-job operating cost and in cost of maintenance, too.

And, you're money ahead with Chevrolet's special features. Chevrolet features like Valve-in-Head engine, Power-Jet carburetor and many others exclusive in the field.

You're money ahead because Chevrolet has a model built for your job . . . a truck engineered to the special requirements of that job and built to do it faster, better, more efficiently.

Yes, your money goes farther . . . your work goes faster with Chevrolet trucks. Let your dealer tell you all the details. Let him prove that you're money ahead with Chevrolet.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN





CHEVROLET ADVANCE-DESIGN

TRUCKS

PAGE 20

Guaranteed by Good Housekeeping

GRANTED TO ..

RAYTHEON

ANOTHER PROOF OF RAYTHEON DEPENDABILITY



As Advertised in Life, Good Housekeeping, Saturday Evening Post

SELMONT RADIO CORPORATION 5931 W. Dickens Avenue, Chicago 39, III Subsidiary of RATTHEON MFG. CO. You know how important that GOOD HOUSEKEEPING guaranty seal is . . . what thorough testing a product must go through before it is guaranteed as advertised in GOOD HOUSEKEEPING. Now—that famous seal is granted to the entire line of RAYTHEON television sets!

It's another proof of the dependability of Raytheon. And no wonder! Every Raytheon set is precision engineered... made of top-quality parts and materials... to give outstanding performance. Raytheon uses no short cuts—leaves out no parts—in order to cut prices. All reasons why you can place full confidence in Raytheon!

See the beautiful new models now available in the 1951 Raytheon line. Every one is dependably built for dependable performance!

List Prices Range from \$189.95 to \$625.00

Here's Plus Proof That Every Raytheon Set Is..



Backed by a liberal One-year Warranty!



Backed by the Underwriters' Laboratories Seal!



Made by a leader in electronics for 25

Dependably Built for Dependable Performance

NEW Nesco Roaster-Ovens that Bake All.... Cook All.... Roast All!



NEW 18-QT. MODEL 136 HAS THE

Here's Nesco's leader in the medium price field, the only roaster-oven with the famous temperature "Guide Dial" that simplifies temperature selection! Another exclusive feature is the "Push Button" Cover Release— just push the button and the cover opens silently, easily! Other features are the "See Thru" window in the new stainless steel cover, accurate thermostat with signal light, removable grey porcelain enameled cooking well, and thick insulation in both bottom and sides. Colors are beautifully blended grey, white, simulated gold and polished stainless steel. List price only \$59.95



NEW 20-QT. MODEL 129 HAS THE EXCLUSIVE BUILT-IN TIME CLOCK!

It's the king of the new Nesco line—the most beautiful roaster-oven on the market today—a masterpiece of designing with removable grey porcelain enameled well, simulated gold panel, and trimmed in grey, white and chrome. First among its most-wanted features is the famous built-in time clock, exclusive with Nesco, that makes cooking completely automatic! Then there's the exclusive insulated stainless steel cover and thick all-around insulation that cuts current costs and keeps the kitchen cool. Retained also are the dial-type browning vent, the cover-opening knob, and the accurate thermostat with signal light. List price \$79.95



← NEW 18-QT. MODEL 135 HAS THE HINGED COVER AND "PUSH BUTTON" RELEASE

Here's the Nesco Roaster-Oven for the budget minded—a truly sensational value at its low price! It offers full 18-quart capacity plus famous Nesco quality and features found only in Nesco's higher priced models. Polished aluminum cover is binged and exclusive "Push Button" Cover Release opens it with just a touch! Accurate thermostat with signal light maintains exact temperature desired. Equipped with removable grey porcelain enameled cooking well. Colors are grey, white, simulated gold and aluminum. List price only \$49.95

... plus a complete line of fine Accessories ... including matching cabinets, pan sets, broiler-griddles, cookie sheets and electric timer clocks!



Nesco Oval 6-qt. Roasters and Casseroles—portable and versatile



MODEL 7016 LIST PRICE ONLY \$23.95



MODEL 7013 LIST PRICE \$18.95



MODEL 4213 LIST PRICE ONLY \$15.95



MODEL 4210 LIST PRICE \$11.95

NEW 6-QT. OVAL ROASTERS

The new styling and color scheme of the full-size Nesco models has been carried through in the smaller models as well. In addition, the latter now have beautiful new patterned aluminum covers. Model 7016 has accurate thermostat and signal light. Model 7013 has HI-LOW heat control, operates on both AC and DC. Both have removable cooking wells.

NEW 2¾-QT. CASSEROLES The "standout" cookers among all "table appliances", Nesco casseroles are also more beautiful than ever . . . finished in grey, white, gold and chrome, with patterned aluminum covers. Model 4213 has accurate thermostat with signal light. Model 4210 has HI-LO heat control, operates on both AC and DK... Order Now for Your Holiday Business!

270 North 12th Street, Milwaukee 1, Wisconsin



DOW MAGNESIUM RODS

will increase your heater sales!

Longer Tank Life Makes Sales Job Easier!

Longer tank life is an important sales point when you are dealing with a potential water heater purchaser. You can make the most of it when your heaters are equipped with *Dow* Magnesium Rods. They add years to heater life by protecting against premature leaks and rusty water caused by tank corrosion. Corrosive forces attack the rod instead of the tank; the rod corrodes but the tank stays sound.



Dow Magnesium Rods Help You Sell Quality Heaters

Leading manufacturers are equipping their quality heaters with Dow Magnesium Rods. Use this sales point to help sell quality heaters—boost your dollar volume, increase your profit. Write your manufacturer for full information about Dow Magnesium Rods. If he can't supply you, write to Dow, Dept. MG-120.

Magnesium Division

THE DOW CHEMICAL COMPANY - MIDLAND, MICHIGAN

Now York * Boston * Phillodelphia * Washington * Affanta * Cleveland * Datrolt * Chicage

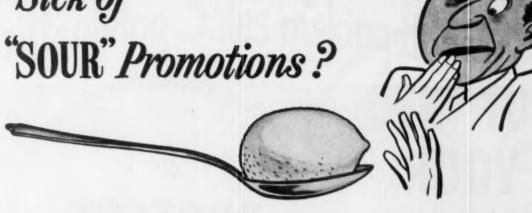
51. Louis * Houston * Son Francisca * Los Angeles * Southle

Dav Chemical Comedo, Limited, Erronto, Comedo



All magnesium rods are not of equal value. The amount and duration of the protection depends upon the composition and purity of the magnesium used. Years of research and field testing went into the perfection of the alloy used in Dow Magnesium Rods. There is no better rod on the market.





HE EASY CURE

Every year at this time the air is full of "dealer loading" specials. And every year along about February there's a bunch of sick dealers still trying to digest those lemons they bought in November.

Because even with top-grade washers in short supply this year, retailers report the lesser-known brands still need super-selling all the way. The public, by and large, still wants known quality -- and they don't mind waiting to get that quality.

Concentrate on Easy. Be "open to buy" every Easy washer that comes your way. The value-packed Easy line is built and priced to make steady specialty profits for sales-minded dealers. It's one line that moves in February as well as November! Easy Washing Machine



ELECTRICAL MERCHANDISING-NOVEMBER, 1950

PAGE 25

HERERALD INCIDENTAL PROPERTY OF

RE BOAR

Does Your Time Selling Plan

CUT INTO YOUR PROFITS

PROTECT THEM?

Sound reasoning prompts that question.

First, let's say flatly that most of your sales in these days are made to time payment buyers. Consequently most of your merchandise profit comes from this superior volume of sales.

But do you keep all this merchandise profit, or does too much of it slip through your fingers through the failure of your financing plan to protect it? Commercial Credit financing would protect your merchandise profits. Not only that, but it would increase your profit by helping you make more time sales.

Consider these advantages offered by Commercial Credit service:

- 1. Wholesale Financing
- 2. Efficient Credit Investigation
- 3. Effective Collection Service
- 4. Life Insurance Protection
- 5. Property Insurance Protection
- 6. Automatic Sales Follow-Up
- 7. Nation-wide Facilities for Service
- 8. Protection of Customer Good Will

Unless your present financing connection renders you all these advantages, efficiently, you are bound to lose some of your rightful profits.

It pays to use Commercial Credit financing.



Helps Dealers Make

More SALES · More PROFITS

More SATISFIED CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore • Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

PAGE 26

NOVEMBER, 1950-ELECTRICAL MERCHANDISING

Gift-giving Sales-making Line-up for 1950



LUXURIOUS CHARM is reflected in this clock with self-starting. Westminster Chime movement exquisitely encased in rich mahogany cabinet with metal trim. Silvered dial; Roman numerals etched in black. It's the Seth Thomast LEGACY at \$125.00.9 Hr. 1415"; w. 1014".



COLONIAL BIAUTY in mahogany or maple finish on birch. Has melodious hour and half-hour strike movement. An ideal gift, the SHARON—\$42.50°—typifies warmth and charm of early American furnishings. Tinted floral design on dial and in lower panel. Ht. 14)5"; w. 9)5".



AMAZING VALUE in clock craftmanship is this NORTHBURY at \$67,50.* Fall Westminster Chinse. A model you'll be proud to feature . . . proud to sell. Your customers will welcome it. Ht. 11"; w. 8½". Has beautiful mahogany cabinet trimmed with bright metal.



COMPACT MODEN tambour clock for every home . . . KENBURY is a real value at only \$45.00.* Has harmonious Westminater Chime electric movement in attractive brown mahogany cabinet. Two-toned ivory-colored dial; brass hands, sash. Novel display supplied with each clock. Ht. \$33"; w. 1516".



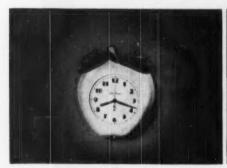
SPLENDOR of old-world artistry reflected in this self-starting electric BUCKINGHAM—822.50°—beautifully cased in finest selected solid mahogany. Dial of etched brass with numeral ring in white; Roman numerals; black serpentine hands. Polished brass handle, Ht. 714"; w. 514".



SMART, ATTRACTIVE, in modern blond or rich mahogany finish or hard woods. Has silvered dial and Roman numerals. DYNAIRE—518.50°—is a fast seller and especially appealing to new homemakers. Perfect for television cabinets—an ideal gift. Ht. 554°, w. 1014°.

*Fax estra, prices subject to change.

tReg. U. S. Pat. Off.



SMARTLY STYLED wall clock in choice of gay decorator colors
. . red, green, yellow, or ivory. PIPPIN at only \$6.95° is a
marvelous "buy." Attractive sales daplay piece supplied free
with the "Harvest Assortment" of six clocks (2 each of yellowred models; 1 each of the green-ivory clocks).



RIGHT CLOCK for the cabinet, desk, table or narrow mantel. It's a beauty—the BAXTER—\$22.50°—has self-starting electric time movement cased in brown mahugany or red, black or blond wood. Numerals are in black. Polished brass trim. Perfect gift. Ht. 4¼"; w. 8½".

FALL ADVERTISING PLANS

These and many more Seth Thomas Clocks are being featured all this fall in attractive, attention-getting, sales-making advertisements in Saturday Evening Post, American Home, House Beautiful, House & Garden, Better Homes & Gardens, Holiday, Fortune.

Be wise... profit now by featuring these clocks in your own advertising... in your window displays and an counter arrangements.
You'll find they have real appeal
for fall gift and home-decorating
buying. Seth Thomas Clocks,
Thomaston, Connecticut.

SETH THOMAS

GT GENERAL TIME The finest name in clocks

PRODUCTS OF BEHEFAL TIME CORPORATION

HE'S NOT JUMB

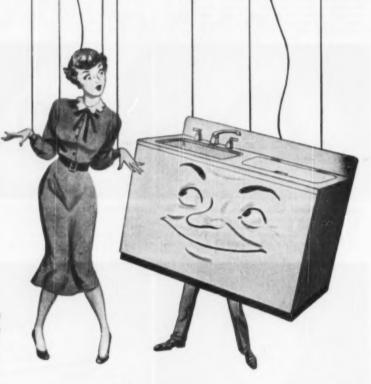
when it comes to selling water heaters!

A salesman who can't talk? Seems incredible, but it's true. One of your best water heater salesmen never says a word, but he's selling for you—selling hard—every day of the week. He is the electric dishwasher! Every dishwasher bought by your customers is a silent salesman for Electric Water Heaters, because it can't wash dishes properly without plenty of hot water.

So always be sure to ask what type and size of water heater your customer now has. You'll be surprised how easy it is to sell Electric Water Heaters this way, and how many actual installations result from this approach. Try it, prove to yourself how successful it is.

The same principle holds true every time you sell an Electric Clothes Washer, Range or Dryer. Each of these appliances also paves the way for an Electric Water Heater sale—the washer because it, too, needs a dependable supply of hot water at the proper temperature—the other two appliances because when a home is wired for them it's easier and costs less to install an Electric Water Heater.

Even if you don't make the water heater sale at the time you sell the other appliances, put each customer on your hot prospect list and follow up frequently. The job is made still easier by the fact that people want electric hot water. Industry figures and surveys show that. More people all the time are buying Electric Water Heaters.



SELL ELECTRIC WATER HEATERS

They're what people want!

ELECTRIC WATER HEATER SECTION - Notional Electrical Manufacturers Association, 135 East 44th Street, New York 17, N.Y.

ALLCRAFT · BAUER · BRADFORD · CRANE-LINE SELECTRIC · CROSLEY · DEEPFREEZE · FAIRBANKS-MORSE · FOWLER
FRIGIDAIRE · GENERAL ELECTRIC · HOTPOINT · HOTSTREAM · JOHN WOOD · KELVINATOR · LAWSON · MERTLAND · MONARCH
NORGE · PEMCO · REX · RHEEM · SEPCO · A. O. SMITH · THERMOGRAY · TOASTMASTER · UNIVERSAL · WESIX · WESTINGHOUSE

Du Pont announces a NEW finish for refrigerator interiors

Now you get twice the sales impact



No wonder profit-wise dealers everywhere point to the DULUX Enamel seal to give prospects visible proof of quality exterior finishing—a finish that gives years of washable, mar-resistant service. Sparkling, rigidly-pre-tested DULUX Enamel has helped to clinch over 20,000,000 refrigerator sales!

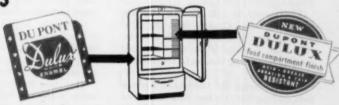
And now you get just twice the sales ammunition . . . famous DULUX Enamel on the outside, identified by the DULUX Enamel seal . . . PLUS . . .

... NEW DULUX Food Compartment Enamel on the inside . . . identified by a *new* seal to put more punch into your sales story!

DULUX Food Compartment Enamel provides refrigerator liners with the same kind of long-term beauty and protection that has made DULUX Enamel America's leading home appliance finish. Be sure your manufacturer supplies DULUX-finished refrigerators with both DULUX seals. If you don't ask for them when you buy, you can't feature them when you sell!

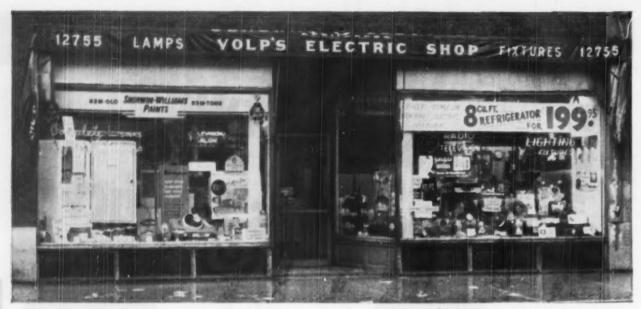
USE THESE SEALS TO CLOSE YOUR DEALS

"DULUX" IS AMERICA'S LEADING HOME-APPLIANCE FINISH





DULUX Refrigerator Finishes



Valp's Electric Shop, 12755 S. Western Ave., Blue Island, III.



He turned a jinx location into one of Chicagoland's fastest growing appliance stores

Stan Volp quit one business, lost another in the depression and saw the war kayo the third. Then he remembered his father's idea..

"If you can't get it at Volp's, you can't get it." That's a pretty well known fact around Blue Island, Illinois—suburban community south of Chicago.

The reason? In 1945, Stanley H. Volp, owner of Volp's Electric Shop at 12755 Western Ave., Blue Island, decided to disregard the warnings of the old timers and put into practice an idea his father had once given him.

To Stam Volp, the hazards of business were nothing new. He had been in and out of three ventures prior to the end of World War II. This is the story of his rise in the appliance field, and the important part played in it by consistent advertising.

When Stan finished law school at the University of Southern California, he needed

money. There wasn't much available for a fledgling lawyer, so he went into the real estate business in California. Big profits came quickly, but disappeared with equal speed in the depression.

He returned home to Blue Island without a dime, Law practice still looked unpromising, so he started a heating business. Operating from a rented garage, he built another successful venture from scratch.

Then came the war. Lack of men and materials convinced Stan that he could no longer do a satisfactory job. However, the success of his heating business left him fairly well fixed financially.

Stan takes a chance

"It was during the war that I recalled one

of my father's pet theories about Blue Island," Stan said. "He used to say that this is a \$9.98 town. He meant that Blue Island merchants were letting a lot of trade slip away because nobody carried full stocks of the higher quality merchandise. He contended that in a community of home owners like this a fellow could offer a big selection of top quality goods and the people would pay the price.

"Seeing the big demand ahead for home appliances, I decided to try out the idea in the appliance field.

"Some of the older business men said I wouldn't be able to make a go of it, and especially in the location I had leased. The only building available at the time, it was located well out of Blue Island's business district. It had defied the best efforts of its previous tenants.

"My first step was to line up franchises, When I opened in 1945 the place was still pretty bare. While we waited for production to catch up, we pushed our service business and sold lamps."

Variety brings traffic

Stan met the problem of poor location with a full line of traffic appliances, plus a number of lines not usually handled in an appliance store. Among these are a full line of paints, lighting fixtures, sewing machines, clocks and vacuum sweepers.

"Tie-in sales account for a surprising amount of business," he said. "Our paint department, for instance, attracts people who are in the mood to improve their homes. It's an easy switch to appliances. Our charge account service makes tie-in sales easier, and nothing we've sold on credit has ever had to be repossessed."

Stan believes that you can't sell from an empty wagon, and carries out this philosophy in his planning. He features the full line of General Electric products, and other well known brands such as Motorola, Emerson, Spartan, Ruud and Universal,

"It takes a lot of study," said Stan, "but my three salespeople and I make it our business to know our merchandise from the inside out. I've seen too many salesmen who can't answer the customer's questions, and that's the quickest way I know to lose a sale.

Service outweighs discount

"When a customer sees what he wants to buy, the next thing he considers is service. Five hard-working service men enable us to offer a full service guarantee on everything we sell.

"We also take in a lot of service work on merchandise bought in other stores. This kind of a job always gives us a chance to make a new customer for our own sales department. We explain to the service customer how he could have saved the service expense if he had bought from us. A lot of them come back when they're in the market for something we sell.

"I believe that a good service policy is more important than a discount. If you offer big discounts, you can't afford to make good on a satisfactory service guarantee. That's one reason why I don't cut prices. I

may lose some sales, but I've discovered that a lot of people still like to do business my way."

Follow-up calls are made after each major sale to make sure the customer is satisfied. "If they aren't entirely pleased," said Stan, "we offer a check for the full amount paid and buy the item back.

Some of these methods may seem unprofitable, but in the long run they are our best profit builders. We're out to make permanent customers, and these are the methods that do the job."

The power of demonstration

Stan believes in demonstrations. An operating kitchen stands in one corner of his display room. He and his salespeople conduct frequent demonstrations of each piece of equipment, and the convenience of the complete kitchen unit often paves the way for bigger sales.

They conduct a demonstration in the customer's home with each major appliance mstallation. There are usually a few neighbors on the scene, so the home demonstration serves a double purpose. It answers the customer's questions, and frequently creates new prospects.

His record of continued gains points up the effectiveness of Stan's selling methods. In 1945, his first year in business, he took in \$70,000 with little more than lamps to sell. Since that time, he has realized volume increases of at least 20 per cent each year over the previous year.

"Once you've established yourself as a trustworthy merchant and arrived at a good sales policy," Stan said, "further growth depends largely on the effectiveness of your advertising.

Ad repetition sells

Stan's advertising ideas are simply stated. "I try to reach a maximum number of prospects as often as possible," he says. "The main thing in appliance advertising is repetition. It's like a snowball rolling down hill. The longer it keeps rolling, the more weight it carries.

The Selective Area advertising plan of the Chicago Tribune fits in perfectly with our program. It gives us the power of big space ads and top circulation in our area for such a low cost that we can maintain an impressive schedule.

"The ads always do a big job for us in Blue Island. What's more, they bring in a lot of customers from places we've always considered to be outside our trading area.

Selective Area ads best buy

"We started using Selective Area ads in 1948, and we always see a definite increase in sales as a result of each ad. Sometimes the ads are in color, and I'm convinced there's nothing in this market that has the pulling power of Tribune ads and color combined. People even come in with the ads in their hands.

"This year, we've been in on almost every Selective Area ad that's been offered us. Dollar for dollar, I believe it's the most effective advertising we use."

MANUFACTURERS: Your dealers sell your product with greater enthusiasm and feature it more prominently in their displays when they can see the effect of your advertising in their own stores.

With the Selective Area advertising plan, you give the dealer the kind of advertising he understands. Retail-store-type copy over his own name in Chicago's No. 1 medium reaches the prospects best able to trade with him. His cost is an little as one per cent of card rates. Yet the entire program is factory-controlled and agency-placed.

Dealers, distributors and manufacturers have indicated the plan's effectiveness by investing in it more than \$1,250,000 -- in the appliance field alone. Far more than half of the appliance retailers in Chicago and suburbs have made Selective Area advertising a part of their programs.

The Selective Area advertising plan can get increased dealer support for your product and help you build the consumer franchise you want in the multi-billion dollar Chicago market.

Your Chicago Tribune representative will gladly give you complete information. Ask him to call.

Chicago Tribune

CHICAGO TRIBUNE REPRESENTATIVES

A. W. Dreier, 1333 Tribune Tower, Chicago 11 E. P. Strubescker, 220 E. 42nd St., New York City 17 W. E. Bates, Panoheoro Bidg., Detroit 25 Fitspatrick & Chambeelin, 155 Montgomery St., San Francia also, 1127 Wilabire Blyd., Lou Angolas 17



ADVERTISEMENT



Women Use the Companion ...and you can too!

counter and window displays to these up-to-the-minute articles in the November COMPANION.

- "Time Out for Good Meals"— tips that stress the time-saving values of electric grills, mixers, vacuum cleaners and attachments!
- Pep up pre-holiday selling. Key your V "Santa's Helper—Your Sewing Machine"-how to make dozens of exciting Christmas gifts with an electric sewing machine!
 - And for month-in, month-out sales, always build displays around merchandise advertised in the Com-PANION (listed at right).

~ COMPANION

Average Circulation: More than 4,000,000

ALREADY PRE-SOLD FOR YOU!

turing Companion-adverthe Electrical Products that the COMPANION'S No. 1 edi-

Air-Way Sanitizor Vacuum Cleaner Admiral Electric Range Bendix Automatic Dryers, Washers & Ironers Cadillac Vacuum Cleaner

Domestic Sewmachines Farberware Automatic Percolator Robot

Firestone Home Appliances Frigidaire

Frigidaire Automatic Washer

Frigidaire Electric Ranges General Electric Irons

General Electric Steam & Dry Iron

General Electric Washers & Ironers General Mills

Automatic Toaster General Mills Tru-Heat

Maytag Washers, Ironers, Ranges & Freezers

Necchi Sewing Machines Perfection Electric Range Presto Vapor-Steam Iron Speed Queen Washers & Ironers

Sunbeam Coffeemaster Sunbeam Ironmaster Sunbeam Mixmaster Universal Stroke-Sav-r

Westinghouse Frost-Free Refrigerator

Westinghouse Roaster-Oven

Westinghouse Speed-Electric Range White Sewing Machines

Youngstown Kitchens Automatic Dishwasher

Youngstown Kitchens Electric Sink



Great NEW NORGE features! A terrific NEW NORGE LOOK! —at unmatched NEW NORGE PRICES!

WOW! FOR DESIGN!

The trim, graceful lines of a slick chick from Park Avenue... yet you just know that underneath that all-titanium porcelain finish is the sturdiness of a Notre Dame halfback! From the top of the highest backrail in the industry to the super-strong super-efficient cooking elements!

WOW! FOR FEATURES!

In addition to all the great features that have established Norge Electric Ranges as front-runners in the industry—the famous Blended Heat Oven, 7 tailored cooking speeds, Saftee switches and many others—these new ranges offer even more hot-off-the-griddle exclusives! Glance at the exciting panel at the bottom of this page to get a quick idea of just what's up!

WOW! FOR PRICE AND PROFIT!

Nowhere . . . we'll repeat that . . . nowhere can you find Electric Ranges that give you so many real, solid selling features, such brilliant design and construction, such amazingly efficient performance, for such attractive prices! Norge and only Norge is the line with the real dealer payoff.





PEATURE NORGE

Morchandice Mart Plaza, Chicago 54, Illineis

A DIVISION OF BORE-WARNER CORPORATION



Now Dealers Everywhere Agree PHILCO BALANCED BEAM TELEVISION FIRST in QUALITY FIRST in PERFORMANCE FIRST in VALUE

IT was the overwhelming verdict last June; it's even more emphatic today... Philco, the industry leader for 20 straight years, has TAKEN OVER IN TELEVISION!

Yes, the smoke has cleared away since Philco first introduced its line to 5,000 dealers at a history-making convention in Atlantic City. Now the height of the season is at hand, and you hear it from all sides . . Philco for 1951 is the "HOTTEST" line in history, with the highest quality television sets ever built. Once again Philco pioneering research has taken the lead with fundamental new developments, spearheaded by an exclusive invention that sets the pass for 1951.

IT'S ANOTHER PHILCO "FIRST"—Balanced Beam True-Focus television! Every 1951 Philco has this sweeping advance that brings for the first time uniform focus over the entire picture. No blurred edges; no smeared images! And it's exclusive—only Philco has Balanced Beam. YET PHILCO DID NOT STOP HERE in designing its 1951 television line. Philco created a new concept of chassis design—the Custom-Duplex Chassis—acclaimed everywhere as the greatest forward step in television design yet achieved. And, of course, Philco for 1951 brings you the now famous Electronic Built-In Aerial that outperforms all others as much as 3 to 1 . . , the revolutionary development that brought package merchandising to television. In many other ways, too, Philco's progressive engineering and constructive merchandising reveal themselves in its 1951 line, with improvements on all counts that mean greater enjoyment for the user . . . and with models for every preference, every shade of demand.

YES, THE PHILCO OF OLD ... the Philco that the dealers of America have looked to as the industry leader for 20 straight years ... has taken over in television, bringing new opportunities for sales and profits, with a line that is hailed by all—First in Quality, First in Performance, First in Value!

TWIN BRUSH POLISHER AND SCRUBBER

Made and advertised by the largest manufacturer of twin-brush machines in America



Nationally advertised in 8 leading magazines More than 28,000,000 readers Fall and Christmas Advertisements

LIFE . GOOD HOUSEKEEPING . BETTER HOMES AND GARDENS SATURDAY EVENING POST . LADIES' HOME JOURNAL

AMERICAN HOME . HOUSE BEAUTIFUL . SUNSET MAGAZINE

THE REGINA CORPORATION, RANWAY, NEW JERSEY .

The REGINA Corporation, Rahway 2, New Jersey

Please send:
Name and address of distributor for my territory
Regina Polisher dealer helps

CITY AND SOME

ELECTRICAL MERCHANDISING-NOVEMBER, 1950

PAGE 35

Why Frigidaire sales are growing fast in the fast-growing home laundry field!



Yes, more and more homemakers each year are buying automatic laundry equipment. And Frigidaire Dealers are winning an ever-increasing share of this important market

One big reason for this success is the beautiful new Frigidaire line. Each product offers proced performance, proced dependability. Each has many major, exclusive features. Each is built to the same unbeatable quality standards that make Frigidaire America's No. 1 Refrigerator.

Equally important, these products are getting rigorous, consistent kind of promotion for which Frigidaire is famous. Heavy national advertising is scheduled the year 'round. And the list of sales training and merchandising helps available to dealers would fill this page

No wonder Frigidaire Dealers agree - you' can't match a Frigidaire Franchise



New Frigidaire Automatic Washer gets clothes really clean thanks to exclusive Live-Water Action. The sensational new Select-O-Dial makes this washer really automatic. Has smart new styling, new high back panel, Lifetime Porcelain finish inside and out! No wonder so many women say - you can't match a Frigidaire Automatic Washer!





Frigidaire Electric Ironer with Prestoe-Matic Foot Control. A slight toe-pressure controls iron and roll during ironing both hands free to guide clothes. Sag-Proof 30-inch open-end roll. Sheets, tablecloths and other large pieces can be ironed as easily as smaller ones. Height of ironer adjustable for maximum comfort.



Frigidaire Electric Water Heaters are equipped with ex-clusive, sickle-shaped Radiantube Clusive, sickle-shaped Radiantube Units. Round upright models available in 30 to 80 gallon sizes. Table-top models in 30 and 40 gallon sizes—available with porcelain or long-lasting new Vitalast working tops. Magnesium rod models available in areas with corrosive water.



You can't match a FRIGIDAIRE FRANCHISE For Appliance delivery

BIG LOAD CAPACITY



America's No.1 Economy



10 WAYS BETTER THAN THE 4 OTHER LEADING MAKES

● You get so many extra values at no extra cost in the Ford F-1 Pickup. There isn't another full-size Pickup that carries a lower list price than the 6-cylinder Ford. And it's 10 ways better than the 4 other leading makes.

- 1. Lowest loading height (24 inches).
- Up to 15% greater frame section modulus.
 Up to 18% more broke lining area.
- 4. 10' Gyro-Grip clutch with needle bearing release levers.
- 5. Lighter curb weight—only 3,220 lbs.
- 6. Higher net torque.
 7. Higher compression ratio.
 8. Oil filter (standard).
- 9. One-quart eil bath air cleaner (standard).
- (standard).

 70. "Million-dollar" Cab for extra driver comfort, reeminess and safety.

Truck users are switching to Ford Trucks for extra value. That's why Ford Trucks are currently making the industry's biggest sales gains.

Switch to Ford-America's No. 1 Truck Value. Over 175 models to fit your job-95-h.p. Pickups to 145-h.p. Big Jobs. Ford's the only truck in America that gives you a choice of 6-cylinder or V-8 power.



For bigger, heavier loads, choose the 8-ft. long, 54-in. wide Express body, available on Ford Series F-2 rated up to 5,700 lbs. G.V.W., and Series F-3 rated up to 6,800 lbs., 122-in. wheelbase.

MAIL THIS COUPON TODAY!

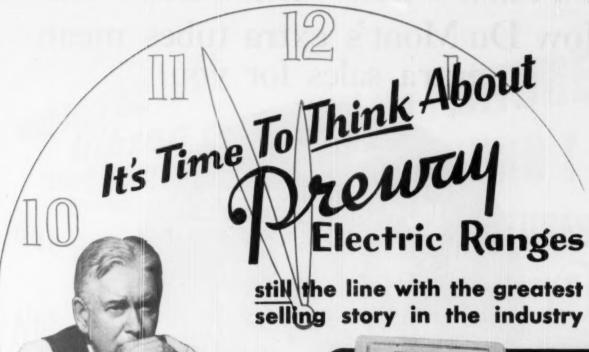
Ford Trucking Costs Less Because-

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

FORD Division of FORD MOTOR COMPANY 3275 Schaefer Rd., Bearborn, Mich. Send me without charge or obligation, detail specifications on Ford Trucks for 1950. FULL LINE | HEAVY DUTY MODELS | LIGHT MODELS | EXTRA HEAVY DUTY MODELS |

THE ROLL STORY THERETORY





Once again you've got to regard your sales outlook with cold realism — move to supplement your old sources with new ones . . . for you can't draw business to an empty store. So thoughtfully, open-mindedly look at Preway electric ranges, a line that matches big name brands in style, in features, in quality construction and in cooking and baking performance. It isn't unimportant, either, that Preway leads them all in price — a competitive advantage near and dear to every wóman's heart — and yours.

You can see these things for yourself by any comparison tests you care to make — and Preway ranges are guaranteed by a multi-million dollar company, America's fastest-growing manufacturer of major home appliances. The Preway representative in your area will be glad to show you this well-balanced short line with the greatest selling story in the industry. If you'd like to have him call, or if you want complete information at once, please write



How Du Mont's extra tubes mean extra sales for you



As you know, a television set will work on 13 tubes. But it will work ever so much better on 21. And the resulting better performance means better business for you.

Even the lowest priced Du Mont has 21 tubes, plus 2 rectifiers and the CRT. That's one reason why the Du Mont picture is brighter and steadier; the focus sharper; the tone values more faithful... why you see no smear, roll-over or distortion... why Du Mont owners stay satisfied.

It is Du Mont manufacturing policy to use extra tubes—and oversize parts, finer materials, better shielding as well. The most advanced circuitry, the most rigid quality control in the entire industry are in every Du Mont.

More models, more styles, with big 17- and 19-inch screens make up the Du Mont line. Du Mont — first with the finest in television — was always a dealer's prestige line. Now, more than ever, Du Mont is a profit line too.

You'll do better with

MOMUO

Television's most coveted franchise

first with the finest in Television

Copyright 1950, Allen B. Du Mont Laboratories, Inc. Television Receiver Division, East Paterson, N. J., and the Du Mont Television Network, 515 Madison Avenue, New York 22, N. Y.

PAGE 40

NOVEMBER, 1950-ELECTRICAL MERCHANDISING

Gibson GIVES YOU the FEATURES AGAIN FOR 1951 THAT SATISFY YOUR GUSTOMERS !

AND NO OTHER RANGE GIVES YOU THESE FEATURES!

ONE EXAMP









You know what sells ranges: it's features! Dramatic You know what sells ranges: it's features! Dramatic features that demonstrate excitingly—like UPS-A-DAISY as it glides up and down automatically. Practical features a housewife undemtands and appreciates at a glanco—like 7-speed pushbutton control, ConSealed oven heating units, automatic oven light, concealed oven vent—the whole profit-building combination only Gibson offers! That's why so many dealers who enjoy making more sales—and more dollars per sale—are switching to this thrill-packed line! Get money-making facts from your Gibson distributor or write Gibson direct—TODAY!

Are your sales increasing as fast as Gibson's?





GREENVILLE, MICHIGAN



they make customers out of people!

The advertisers listed below believe that making customers for you is their business. They're working for you, in the pages of Ladies' Home Journal, pre-selling readers* on the brands and products you carry. This customer-making advertising profits you most when you stock-promote-displayadvertise these brands in LADIES' HOME JOURNAL.

FROM DECEMBER, 1949, TO NOVEMBER, 1950, YOUR BRAND HEADLINERS WERE:

Air-Way Sanitizor Vacuum Cleaner American Beauty Electric Iron Arvin Automatic Toaster and Electrical Appliances Arvin Electric Housewares Arvin Lectric-Cook

Arvin Toaster and Lazy Susan Cadillac Vacuum Cleaners Caloric Gas Ranges Casco Steam & Dry Iron and Casco Electric Heating Pad Club Coffeeware Crane Bathroom Fixtures Crane Sinks and Cabinets Crosley Electric Range Crosley Electric Water Heaters Crosley Freezer

Deepfreeze Electric Range Deepfreeze Home Freezers Deepfreeze Refrigerators Dexter Twin Tub Dexter Twin Tub and Single Tub Washers Dietz "Pioneer" Electric Lantern Doray Defroster

Easy Spindries Flectre Steam Room Humidifier Electre Steem Vaporizer Electre Steem Vaporizer, Portable Steam Radiator, Electre Steem Baby Bottle Warmer and Electre Steem Baby Bottle Sterilizer

Farberware Stainless Steel Cooking Ware Federal Enameled Ware Firestone Home Appliances

Fletcher's Roastwell Roasting Pan Frigidaire Automatic Washers Frigidaire Electric Range Frigidaire Refrigerators

G-E Automatic Blankets G-E Automatic Toaster

G-E Triple-Whip Mixer

Gibson Electric Range Gibson Electric Ranges and Refrigerators

Gibson's Refrigerators Gilbert Whirl Beater

Haeger Lamps and Pottery Hamilton Beach Mixer and Mixette Hardwick Gas Range Hotpoint All-Electric Kitchen

Hotpoint Automatic Dishwasher Hotpoint Electric Ranges Hotpoint Refrigerators

International Harvester Refrigerators

Johnson's Waxes and Wax Electric Polisher

KitchenAid Mixer and KitchenAid Electric Coffee Mill KitchenAids

K-M Liquidizer & K-M Products K-M Pop-Up Toaster and Waffle Baker Kold Pak Portable Electric Refrigerator

L & H Lectro-Host Electric Range L & H Lectro-Host Home Freezers L & H Lectro-Host Refrigerator

Lewyt Vacuum Cleaner

Magic Chef Gas Ranges Maytag Washers and Gas Range Met-L-Top Ironing Table Mirro-Matic Electric Percolator Mirro-Matic Pressure Cooker Motorola Clock Radio Motorola Portable Radio Motorola Table Radio Motorola Television

Motorola Television-Radio-Phonograph Murray Kitchens

Necchi Sewing Machines Nesco Electric Roaster and Kitchen Utensils and Containers

New Home Sewing Machines Norge Gas Range Norge Refrigerator

Norge Washer NuTone Door Chimes

Perfection Electric Ranges Pfaff Sewing Machines

Philo Refrigerator Philco Refrigerator and Electric Range

Philo Television Presto Vapor-Steam Iron Proctor Household Servants

Regina Twin-Brush Electric Polisher Revere Ware

Rid-Jid Ironing Tables and Ladders Rival Products Royal Vacuum Cleaner

St. Charles Kitchens Sunbeam Coffeemaster

Sunbeam Ironmaster

Sunteam Mixmaster Sunbeam Toaster

Tappan Gas Ranges Toastmaster Hospitality Set Toastmaster Pop-Up Toaster

Toastmaster Toaster and Hospitality Set Toastmaster "Toast'n Jam" Set Toastmaster Waffle Service and

Hospitality Set Toastwell Electric Toaster

Universal Coffeematic Universal Stroke-Sav-r Iron

Universal Toaster Verplex Lamps and Shades

Wear-Ever Aluminum Cooking Utensils Wear-Ever Aluminum Pressure Cooker West Bend Aluminum Gifts for the Home West Bend Electric Percolator

Westinghouse "Commander" Electric

Westinghouse Frost-Free Refrigerators Westinghouse Home Appliances Westinghouse Laundromat Westinghouse Light Bulbs Westinghouse Refrigerators

Whirlpool Automatic Dryer Whirlpool Automatic Washer Whirlpool Automatic Washer and Dryer

White Sewing Machine

Youngstown Kitchens

Zenith Clock-Radio Zenith Radio-Phonograph

Zenith Radio-Phonograph-Television and Radios

Zenith Television and Radios Zenith TV Radio-Phonographs, Television Consoles and Radios

*Nearly half-47.2%-of 72,012 women shoppers interviewed in 642 retail stores of all kinds reported they read

LADIES' HOME



Largest newsstand sale of ANY magazine, weekly or monthly

I inche television

by STROMBERG-CARLSON





high-fidelity
AM-FM radio

12-inch concert

type speaker

The New Stancliffe

Imagine a screen more than three times as wide as this advertisement—and you have an idea how tremendous this new Stromberg-Carlson picture is! 356 square inches of bright, clear television!

Only 46" high, 38" wide and 26" deep, this amazingly compact cabinet is purposely designed for home use. It is also an ideal receiver for schools, clubs, auditoriums—any place where large groups gather.

The Stancliffe demonstrates again—in Bigas-Life television, "There is Nothing Finer Than a Stromberg-Carlson."



It's a complete home entertainment unit!
... Huge 24-inch Hi-Contrast "black" tube—
356 square inches! ... Exclusive tuner
brings brightest, clearest, steadiest pictures—
even in difficult areas ... Exquisite tone
from famous Stromberg-Carlson audio system
and full-floating, 12-inch, concert-type
speaker ... High-fidelity AM-FM radio,
3-speed autómatic record changer ...
Built-in antennas ... Beautiful period cabinet,
decorator-designed, completely hand-rubbed,
two full-length, full-swing doors ...
In Honduras mahogany veneers, \$925.00*

*Plus san. Slightly higher in South and West, Prices subject to change without notice.

"There is nothing finer than a STROMBERG-CARLSON"

Stremberg-Carlson Company, Rachester 3, N. Y.-In Canada, Stremberg-Carlson Co., Ltd., Tarento

"We like Domest



HENRY MURRA

Appliances

REFRIGERATORS - RANGER - WASHERS - OIL REATERS - HOUSE WARES OUTROARD MOTORS - RADIOS - SALES & COMPLETE SERVICE

ARLINGTON, WASH.

September 12, 1950

Mr. L. E. Hull Divisional Manager Domestic Sewing Machine Co. Cleveland 1, Ohio

Since 1916 we have been a Domestic Dealer. When we first added Domestic, we were a little heatant because we did not know any—thing about sewing machines. But after our Domestic Distributor's salesman followed up our first shipment of machines with the complete Domestic Sales Training and Demonstration program, we lost that akepticiam fast.

Now we take it in our stride. We have our machines ready for demonstration at all times, and when we get a sewing machine prosect, she really gets a demonstration. There seems to be no end to the demonstrations that can be given with a sewing machine, and the customer's interest can be recaptured time after time, until the sale is made. And Domestic Sales are profitable --- believe me, I knowl

We have found that good store demonstrations sell appliances —— and this is especially true of Domestics. They are easy to demonstrate and Domestic demonstrations are convincing sales closers. Our experience has proved to us that sewing machines are very profit—
able and service-free, and the National Advertising, coupled with
able the dealer sales material done for us by Domestic, increases
our oversall appliance business. our over-all appliance business.

In 1918 our volume on Domestic was over \$2,000. In 1919 it exin 1940 our volume on homestic was over \$4,000. In 1949 it exceeded \$10,000 and this year, to date, we have exceeded the 1949 figure and will do over \$15,000. We like Domestic!

Lan Jund Appliance Sales Manager

DL/grk

ARLINGTON, WASHINGTON POPULATION 1,872 DOMESTIC VOLUME: \$15,000

An average gross of more than \$8 per resident! That's the phenomenal sales record of Henry Murray of Arlington, Washington . . . and this amazing record was made on sales of Domestic Sewmachines alone!

Mr. Lund's letter speaks for itself . . . a constant increase in profitable Domestic Sales each year since 1946, plus an over-all increase in other appliance sales.

Domestic can be the sales stimulant your store needs, too, See your Domestic Distributor. Have him show you just what the Domestic Franchise can do for you. Or, write Domestic Sewing Machine Co., Inc., Cleveland I, Ohio.

Customers are just naturally "invited" into the Henry Murray store because they can see the merchandise they want. Once inside, demonstrations soon produce sales!



A Product of American Free Enterprise . . . Built by Skilled American Craftsmen.

SOLD AND SERVICED BY MORE DEALERS THAN ANY OTHER MAKE OF SEWING MACHINE



YOU find many good makes of water heaters today—but the man who handles White WATER-HOTTERS knows he can "sell rings around" all competition. He has, in White, all the conventional features of all top quality automatic water heaters PLUS so many extra advantages that point by point, no rival can even "hold a candle" to him. And you can bet your bottom dollar that this detail-for-detail White quality shows up in White dealers' profits. For the complete Proved Profit Story, get in IMMEDIATE touch with your White distributor—or write White direct. Today! WHITE PRODUCTS CORPORATION, Middleville, Michigan.

NATIONALLY ADVERTISED

Hard hitting advertise-ments in big publications help preceil prospects, keep your stack moving



AUTOMATIC WATER HEATERS

WHITE PRODUCTS CORPORATION MIDDLEVILLE, MICHIGAN

Please send me the White "Water-Hotter" story. My business letterhead is attached.

My Name

It's Rocking the Industry in News... Excitement... Sales!

ZENITH'S AMAZING ... INCREDIBLE

"LAZY BONES" Remote Control TV

A

Complete Television Program Selection From Anywhere in the Room!

A

Changes Station, Picture, Sound at the Touch of a Finger!





New Reflection-Proof Blaxide Picture Tube. In normal viewing position you enjoy pictures free from window and room light reflections, as well as from glare—even in daylight or fully lighted rooms, the way doctors recommend viewing!

2 New "Super-Range" Chassis. Brings in pictures far clearer than before . . . in difficult or distant outlying locations where signals are too weak for most receivers.

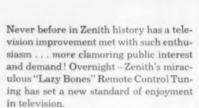


3 Connection for Phonevision. If and when this great Zenith development is approved as a commercial service and thereby is made available on present standards, unit may be attached to bring high-class, costly television programs right into your home.

4 Built-in Provision for Receiving the Proposed New Ultre-High Frequencies on present standards. With a Zenith, UHF tuner strips can be readily added to the turret tuner, so that you will not have to buy a new set nor will you have to use an external converter.

5 13 Millionths-of-e-Second "Geted" Automatic Gain Control. Virtually eliminates picture flutter from airplanes, cars, diathermy, etc. . . by opening a radionic "gate" for 15 millionths of one second, then closing it against interference!

6 Pre-Tuned "Picturemagnet" Antenna in All Medels. Built-in, and requires no adjustments. Eliminates need for external antennas in many locations.



Now-from clear across the room-Zenith* television with "Lazy Bones" Remote Control and the famous turret tuner automatically change programs...completely adjust station, picture, sound, from a tiny control in the palm of the hand. And there's nothing more to tune! Not one single knob to adjust or re-tune. All the necessary adjustments are made instantly... automatically!

Just one eye-opening demonstration and shoppers become buyers...boosters in their own homes for "Lazy Bones" Tuning Ease—the biggest thrill in television yet! Feature it... promote it... watch your sales climb higher and higher with Zenith—all through '50!



"Lazy Bones" Remote Control optional at small cost on all 1951 Zenith TV models.

Zenith Radio Corporation, Chicago 39, Illinois . Over 35 Years of "Know-Mow" In Radionics Exclusively . Also Makers of America's Finest Hearing Aids

BEFORE YOU LEAP



TRIPLE FLEX SPIRAL AGITATOR

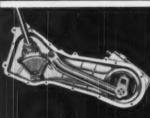
Appliance Manufacturing C

Scientifically spiraled fins all the way up the center post wash ALL the clothes ALL the time. Faster - easier on clothes.



STRAIGHT SIDE WIDE BOTTOM

TUB - This big. spacious tub pro-vides greater load capacity and a freerolling space for thorough, gentle washing action.



SILENT BALL BEARING TRANSMISSION

Rugged, powerful, quiet-the heart of the machine and a big reason for Duchess popularity. Sealed in oil for life.

clean with a damp



A manufacturer must be sure of his product when he asks you to compare before buying. Chrysler said, "Look at all 3 before you buy." Packard said, "Ask the man who owns one." We say, "Ask any Duchess dealer" Sure, Duchess is more profitable. Sure, it has features and umph that make sales easier. But there is more to a sale than just a quick profit. There is the business that you have built—the work of your heart and hand—which now stands behind everything you sell . . . That's why we say, "Look before you leap," profit of today must also be the wise investment for Good will is the priceless ingredient for your chess Washers build good will.



Complete Step-up Line with Low End Leader. Extremely Competitive at Every Step.

APPLIANCE MANUFACTURING CO. . ALLIANCE, OHIO



Did You Hear About Sue Sweeper and Ray Refrigerator?



They're Going Around Together at The Merchandise Mart (and they aren't all!)

Under this one great roof are 471 lines of housewares, appliances, radios and televisions—all grouped for your buying convenience! You'll find everything from egg beaters to dish washers, fans to freezers, hair dryers to clothes dryers—for anything that's available is at The Mart, open 52 weeks out of the year. Save time, money and energy by coming to The Merchandise Mart first.





Motorola TV

Beautiful Cabinets . . . Brighter Pictures and Powerful Advertising Campaigns in 19 Magazines, Over Radio and TV, and National Newspaper Ads, Are Building Greater Demand for Motorola!

The new Motorola TV is breaking all records for sales demand ... Style-wise, it has the FASHION ACADEMY AWARD! Sales-wise, it has every advanced feature your customers want. And promotion-wise, it blankets the nation

with a multi-million dollar campaign that hits harder and faster than anything you've ever seen. Your biggest Christmas season is here! Feature MOTOROLA TV and top the field in profits.



GET THESE DISPLAYS FOR YOUR STORE



This life-size window display in full color attracts Christmas gift shoppers to your windows. Get it from your distributor!



Here's your promotion package for best attention value! Streamers, Christmas trees, unusual choraleer cutouts... everything you need for window and floor display.



Contact Your Motorola Distributor Today

Motorola Inc. 4545 AUGUSTA BLVD., CHICAGO 51, ILLINOIS

Awarded FASHION ACADEMY GOLD MEDAL for Distinctive Styling

Coolerator

PROUDLY PRESENTS THE

Imperial

...the New Double Oven Electric Range with all the World's Most Wanted Features



NEW 7-HEAT COLOR-GUIDE PUSH-A-BUTTON COOKING



NEW HIDDEN HEAT
RADIANT WALL OVENS



NEW 5-WAY AUTOMATIC CONTROLS



THE MAGIC WELL-E-VATOR



TO HARMONIZE WITH

THE COOLERATOR COMPANY

List every feature you know your prospects want in a really fine electric range. Check that list against the new Imperial and you'll find they tally to a "T". New super-speed

surface units are faster-7-Heat Color-Guide Push-A-Button controls are easier to use

and more accurate. The marvelous, new Hidden-Heat, Radiant-Wall oven is larger—easier to clean—bakes and broils to perfection. And the New Imperial is automatic 5 ways. The Magic Well-E-Vator is faster—more convenient and economical. Best of all, every feature is easy to demonstrate and the advantages they offer are self-apparent. See these 7 great new Coolerators at your distributor. See for yourself why they are America's most beautiful, most salable electric ranges.

Duluth 1, Minnesota of Chicago Offices—11-107 Merchandise Mart

ELECTRIC DANGES . DEEDLGEDATORS . EDEETED

AND 6 OTHER BRILLIANT NEW COOLERATORS FOR



IMPERIAL HO. 83 Push A Bestan Controls Raciant Wall Single Oven 5 Way Automatic



REGAL HD 63 Push A Suffen Centrels Magic Well E Vator - Automatic King Size Civen



COMMANDER HC-53 7 Heat Surface Uhits — King Size Oven — Waist High Adjustable Broiler



BUDGET HB-46 King-Size Oven - 6'2 Quart Despiwell Cooker Lamp and Timer as Accessory



KITCHENETTE HA-1.24 King Size Oven, 4 Surface Units: Lamp and Timer Available as Accessory



KITCHENETTE HA-113 One Giant and 2-Regular Surface Units, King Size Oven Waist-High Broiler

PARTIES PROMOTE TV SALES

Salesmen-technicians for American TV, Inc., Oakland, Calif., attend two or three parties every night—but it's a hard life, because they're TV Parties which give prospects a chance to entertain friends, try out a set and eat free refreshments, and which give American TV an opportunity to get more prospects and increase sales at low cost

By HOWARD J. EMERSON

Berkeley area of California are buying television sets—and having fun doing it. These are the ones who once were prospects of American TV, Inc. This relatively new retailer has been moving steadily into the large volume brackets principally through its version of a "TV Party"—a promotion which is serving to develop hot prospects and to convert them into customers at a cost low enough to be practical in a low-margin business.

Through radio and television advertising, American TV's management, president and sales manager Barratt Wells, and secretary St. George Holden Ir., offer any family a TV party in its home during the evening. ATV provides a 14- or 16-inch table model TV set-(it carries Hoffman, Motorola, Philco and RCA-Victor), a salesman-technician to install and adjust the receiver, plus a spread of fancy food delicacies and fruit punch from a well-known local caterer. The family that desires a TV Party agrees verbally to have at least two other couples present to share the party. At the end of the evening, the TV set is taken back to the store unless the family buys or seems sincerely interested enough to warrant a few days free trial. ATV promises that there will be no high pressure selling at the TV Party, and assures the family that there is no obligation incurred.

Over 20 Parties a Week

Outside of advertising costs, the TV Party promotion costs American TV less than \$5.00 for each party. As from six to 10 people are favorably influenced toward television as entertainment and toward ATV as a good source of TV sets, the cost per individual promoted is less than \$1.00. Most ATV salesman handle either two or three TV



TV PARTY, regularly televised from 16-mm film over Son Francisco's KPIX, shows non-owners of TV sets the fun they could have for an evening at the expense of dealer American TV, Inc., of Oakland. The picture of the party in action was used as commercial for CBS wrestling programs, because set owners usually invite neighbors and friends to view sport programs.

Parties on one night, spreading their valuable selling time over six to 12 couples.

The American TV staff has been handling between 20 and 25 TV Parties each week, all that the staff can handle in addition to normal duties of staffing the floor at the concern's attractive downtown Oakland store, following floor leads, and following the leads that develop from the TV Parties. So far, the ATV salesmen have sold a television set to more than 50 percent of the homes at which TV Parties have been held, and many others are still live prospects. Sales have been developed in a profitable percentage among the guests who attended TV Parties.

Parties Start Buying Habits

The TV Party, not original with this concern, was selected as a major promotion, says salesmanager Wells, "because it seemed like an inexpensive way to develop good leads and to enable us to have our salesmen use their selling abilities on several families at one time. And it certainly has worked out that way. The public seems to like it because it is fun and because it gives them a chance to entertain a few friends in a novel way for free. And it does a very important job for us-it implants ATV firmly and favorably in the minds of these families. While they may have appliancebuying habits, they have no TV-buying habits as yet. By getting in there favorably now, we have as much or better chance than the dealers who have been in appliances for years, but who are no older in TV than we are."

The TV Party promotion is most effective, says Wells, in the middle-income groups—the white collar or skilled worker. "These people are proud but sincere—they have the money or credit to buy, and they are loyal to a dealer that serves them

well. The rich families don't need and don't want TV Parties. The really poor families can't afford TV now. So we are directing this and all other promotion and advertising to the middle class group."

While a TV Party frequently results in a signed order that evening from the people at whose home the promotion is presented, most results come from the follow-up by experienced sales technicians. If possible, the salesman arranges at the party to see the guests at their homes, to bring a set out for free trial, to put on a TV Party for them, or to take them down to American TV's store where they can look over the displays.

Supplementing the salesmen's follow-up is a weekly mailing of a TV Program Guide in which the programs of the three Bay Area TV stations are classified by type of entertainment, so the prospects can see what they are missing by not having

ATV salesmen, who work on a straight commission basis, also follow-up on customers, usually in about three weeks, ostensibly to check on the set's performance and to make minor adjustments. They find out what friends and neighbors have shown an interest in TV. To encourage and reward these customers, the salesmen leave printed cards which offer a TV lamp or \$5.00 cash for the table of a prospect who becomes a customers.

name of a prospect who becomes a customer.

With each TV Party producing prospects for other parties, and with each customer providing hot leads, the TV Party promotion has developed to a point where it is almost self-perpetuating.

On the following pages ELECTRICAL MERCHAN-DISING follows one TV Party, showing how American TV and salesman-technician Richard E. Burgard use it effectively to produce prospects and sales at low cost.

To See How American TV Makes a Party Produce Sales, Turn the Page

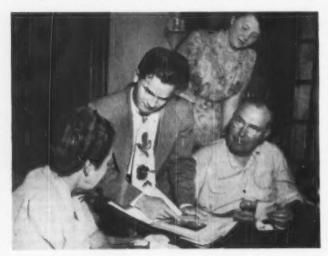
ELECTRICAL MERCHANDISING-NOVEMBER, 1950

PAGE 51

PROSPECT sees the promotion. Visiting in neighbor's home, Mr. & Mrs. E. Goodrich of Oakland are intrigued by film of typical TV Party and ATV's offer to put an party free in any home. Goodrich writes down phone number.



5 MAYE FUN, says Burgard as he arranges with Mrs. Goodrich the time when he'll return. ATV salesmen have up to three parties a night to handle. Leaving families alone makes them feel trusted by ATV, has a good will feature.



ANOTHER PARTY is arranged with guests Mr. and Mrs. Steenport, Sr. Burgard brings out briefcase to let Mrs. Steenport select size screen and style of cabinet she would like ATV to bring for similar party in her home.

How American Tv...



2 SALESMAN gets the assignment. When Goodrich phones ATV, manager Barratt Wells, right, checks city map, finds Goodrich hame is near another party assigned to salesman Richard Burgard, left. He will screen the call.



B PARTY TIME. At time selected by Mrs. Goodrich, salesman Burgard returns, helps her and her daughter arrange plates of the caterer's foods for the family and guests. Costs to ATV for food and punch for three couples is \$4.50.



TECHNICAL questions come from the men. Trained as a technician, Burgard is able to discuss almost any technical feature of a set. His knowledge helps men at the TV Party to feel confident ATV will give good service.

... Makes A Party Produce Sales



3 ON TIME, salesman Dick Burgard arrives at Goodrich home. Table model TV set is carried in special canvas bag designed by ATV for one-man handling. All salesmen have cream-colored cars with brilliant lettering.



4 TUNING UP as the guests arrive and get comfortable. Burgard shows Mrs. Goodrich how easy it is to operate TV, using this chance for subtle sales talk as well as to make it possible for him to leave to set up another TV Party.



T LOW PRESSURE selling characterizes all TV Parties. Burgard eats with the group, answers questions on TV sets. Usually he arranges with at least one couple for a free home trial, as he is doing above with Mr. & Mrs. Steenport, Jr.



11 AND ON, AND ON—the party is only the beginning for salesmon Burgard. Next day he delivers trial set for which Mrs. Steenport Jr. is signing. He will follow-up on other guests, call back for names of neighbors.



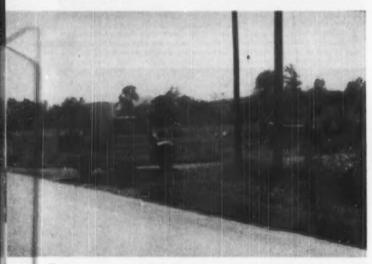
10 SALES often result immediately, sometimes require follow up. Signature of Mr. Goodrich, above, next day closed sale for 16-inch table model. Mrs. Goodrich's approval shows how well the TV Party helps sell women.



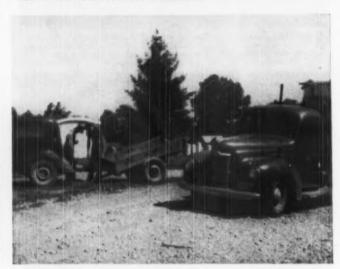
1 EARLY MORNING finds salesman Odell Troutt (right) and helper loading a truck for day's work of driving (average, 100 miles) and demonstrating appliances to rural Tennessee homes which have just received REA power.



2. FIRST SALES STOP comes at a crossroad, where, hailed by a farmer, Troutt pulls up in the middle of the uncongested street. Second refrigerator loaded an truck at store has been delivered to a customer.



5 END of easy travelling comes as Troutt turns off paved highway onto gravel road, following newly activated REA lines. Troutt checks in advance with REA, knows what and when sections will receive power.



NEIGHBORLY Troutt pulls up to help H. B. Simpson, a Modern Equipment customer, repair a broken trailer hitch. Job like this may take half hour or more of Troutt's time, but he feels that the good will it builds is worth it.

A DAY'S WORK FOR TROUTT

SELLING REFRIGERATORS FARM-TO-FARM ROSS L. HOLMAN

Whenever the REA energizes new power lines near Gallatin, Tenn., salesman Odell Troutt and his Modern Equipment Co. truck follow the wires from farm to farm, capitalizing on enthusiasm for electricity and need for modern conveniences

OR many rural communities the most important event in homemaking history is the day when REA current reaches the countryside. It is the moment in which farm families can start using the innumerable conveniences which their previous lanternswinging existence has denied them. Whenever a new power line is about to be energized in upper Sumner County, Tenn., you will usually find on the road leading into that community a waiting truck. It is loaded with refrigerators and washers ready to start moving as soon as power reaches the neighborhood. On the driver's seat is Odell Troutt, field salesman for Modern Equipment Co. at Gallatin Tenn.

ern Equipment Co. at Gallatin, Tenn. Of course, Troutt has already contacted the families on this new REA line a few times since it became officially known that it was going to be built. But his presence in the community on the day it begins serving the



3. LIKE MOST FARMERS, prospect is cautious buyer, so Troutt explains how a guaranty stamp on back of IH refrigerator eliminates argument as to whether box is in warranty in case of service call.



"WHO'S going to get a meter today?", Troutt asks Bill Rowe (left), lineman for Tri-County Electric Membership Corp., whose truck he spots beside road. Information will help him capitalize on new enthusiasm for electricity.



A LONG WAY from store, Simpson asks Troutt to turn in his time payment on refrigerator which Troutt sold him several weeks previously. Troutt is glad to oblige, spends another five minutes making out receipt.



8 MULE LOADING operation partially blocks Troutt's way. Again he stops to be help, creating more good will for Modern Equipment and getting another chance to add prospects to his list.

INCLUDES MORE THAN SELLING

MORE

homes shows how he alerts himself for the psychological moment when he can put over the most sales. On that day and the days immediately following farm families get their first feel of what this new service means and that is when he makes his biggest impres-

Troutt finds that the first appliance most newly electrified homes want—and need—is a refrigerator. On the farm, where more perishables are produced than anywhere else, electric refrigeration was non-existent for a whole generation after it became available to city families. For this reason, Troutt finds the rural market a rich area.

No Waiting for Business

"My checks show," says J. T. Rhea, one of Modern Equipment's partners, "that when electricity becomes available to a new rural territory at least

75 or 80 percent of the connected homes are going to buy somebody's refrigeration. If we were to sit here in our store and wait for this business to spill into our laps we wouldn't have five percent of the volume we actually have built up. In order to get our share of the business we have to carry our service right up to the doorstep of each home we hope to serve."

To indicate how this practice has paid off, Mr. Rhea shows an International Harvester citation which proclaims that Odell Troutt has piled up the second best sales record for all IH appliance salesmen in middle and east Tennessee. Approximately 65 percent of these sales are refrigeration machines, most of which are regular home refrigerators.

"Our salesman loads from one to several refrigerators and washers on his truck and works the countryside every day," explained Rhea. "We do not have the fancy enclosed demonstration truck equipped with generator and display shelves that some dealers use very successfully. Many of our prospects live on rough country roads some distance off the paved highway and a heavy truck like that would not only bog down on such roads but also would get badly scratched. We want to reach these remote homes because they not only deserve our attention as much as those more favorably located, but also because the competition for business in these out-of-the-way places isn't as great as on the easily traveled roads."

Rolling Advertisement

A truck body design to meet the need was worked up by Modern Equipment's three owning partners, J. T. Rhea, J. F. Hudgins and M. C. Wilkerson. The sides of the truck bed are well splashed with Modern Equipment's appliance message which identifies the

truck in every section and makes it a rolling advertisement of Modern's service. Truck, body and all cost around \$1600.

Troutt carries with him on his sales trips a warehouse handtruck with which he can roll a refrigerator into a kitchen when purchased or left for trial. He has a ramp down which he can lower the appliance and handle the job himself if there is no masculine farm power around the house to assist him.

He drives the truck up to each home in turn and invites Mrs. Housewife out to look over his line. He carries in the truck some collapsible steps which he puts in place at the open rear end so the lady can climb into the truck for a close-up look. He shows several models of washers and refrigerators, either in the truck or from illustrations in his sample book. There are, of course,

(Continued on next page)



9. STOPPING in tobacco field, Troutt hears farmers describe crop as worst ever a because of heavy rain damage and realizes that this is no time to try to make a sale. So, after a few minutes of talk, he drives on.



10. LUNCH TIME finds Troutt at roadside store. Mrs. Hanes, the owner, fixes his lunch while he tells her how much easier her work would be with new range. He has already sold her a refrigerator.



11 FIRST REAL PROSPECT of day isn't found until early afternaon. Troutt pulls down folding steps so farm wife and daughter can climb into truck.



12. MODERN CONTRIVANCE frightens child who behind mother as Troutt explains egg dispenser feature.



13.NO SOONER is sale made and refrigerator moved into the house than foods are transferred from traded-in icebax (left), but little girl is still awed.

SELLING REFRIGERATORS (continued)

different sizes and prices to meet each purse and need, but the most favored refrigerator is a \$239 eight-cubic-foot model.

If Troutt has a hard time leading a prospect to the dotted line or if she insists on "looking around a little more before deciding," he offers to leave the machine for a two weeks free trial, provided, of course, the customer is hanneially able to meet payments and is trustworthy. For a farm woman, who has just acquired electric power and has been doing without refrigeration for many years, the free trial offer is usually irresistible. There is the re-frigerator right in front of her, ready to be rolled into the kitchen to immediately begin preserving her numerous perishables on a two-weeks free basis. And she can't resist it.

Every Free Trial a Sale

On being asked whether he ever had to take up a free trial machine without a sale, Mr. Rhea replied, "In all our appliance sales of every sort we have taken up only one and that was a case in which the purchaser decided to exchange it with us for a model she liked better."

Unlike many dealers, Modern Equipment doesn't keep any special demonstration models for its free trial tests, It delivers the brand new machine which becomes the permanent installation if the purchaser decides to buy. By using a certain amount of discretion in picking the customers to whom it makes such an offer, it is reasonably convinced that the sale will be finally consummated and the firm saves the expense of shuttling demonstrator machines around from place to place.

Thus, as hundreds of REA customers start freezing their ice cubes the Modern Equipment way, it is a fine entering wedge for follow-up sales of washers, ranges, hot water heaters, freezers, etc. In promoting a sale Mr. Troutt has arguments that can shatter sales resistance like nobody's business. For example, it doesn't usually take (Continued at bottom of page 146)



14 AT END of the day, Trout checks in with Modern Equipment partner J. T. Rhea. Tomorrow Troutt will be out on the road again, selling modern living to rural people who until recently were an electrically lost generation.

ECENTLY, a reader wrote as follows: "We have a law suit on our hands which we don't want to lose. Will you please cite a new higher court case in our favor? Here is our problem: A few months ago our company installed an electric water heater in a building. We took a chattel mortgage on the heater to secure payment. The building owner never paid for the heater and sold the building. The new purchaser refuses to allow us to remove the heater claiming it is a part of the real property. The case is now in court. Can we win this suit or do you advise us to compromise with the building owner?

If the heater is a "legal fixture" it cannot be removed from the building because it automatically becomes a part of the legal property in which it is installed. A "legal fixture" is a chattel which becomes a part of the real estate because it is permanently attached to the property or attached in such a way that it cannot be removed without damage to the building or real

property.

For example, in Wedge v. Butler, 6 Atl. (2d) 46, it was disclosed that a seller sold and delivered to a purchaser a large appliance. The purchaser executed to the seller, as security for the payment of the purchase price, a chattel mortgage. The appliance was bolted to the floor and connected to a blower.

In subsequent litigation the higher court held the appliance is a legal fix-

ture, and said:

The machine on being set up, lost its character as a chattel, and merged, as a fixture, with the realty."

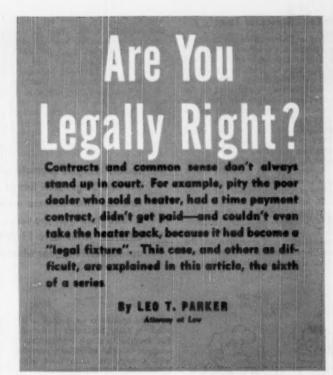
Hence, the answer to the question as to whether an electric heater can be removed from leased or sold property depends upon whether the court will decide that it actually is a "legal fixture".

The same situation exists when the holder of a mortgage on a building forecloses. Frequently the holder of the mortgage may attempt to prevent the owner of the building or a tenant from removing equipment and other items of personal property from the building.

Hence sellers of electrical appliances may experience difficulty when attempting to remove an appliance from a building, if either the owner of the building, or a new purchaser of the building, or one who forecloses a mortgage, or one who holds a mechanic's lien on the building objects, although the sale contract between the buyer and the seller clearly specifies under what circumstances the seller is entitled to reposess the appliance.

For comparison, see White, 168 Atl. (2d) 163. This court held that electric fans connected with a wall by bolts are not legal fixtures and can be removed and repossessed from the build-

This court in effect explained that a seller can repossess and remove from real property any and all electrical appliances where the testimony shows that the appliances are temporarily attached to the building and removal will not permanently damage the build-



ing, or where the testimony shows that the present owner of the real property signed a contract to permit the seller or tenant to remove same,

Contract Automatically Renewed

Contrary to the opinion or knowledge of a majority of readers, this is established law: If an employee is employed for a year and thereafter continues in the employment, without further arrangements being made, the law infers that the employment continues upon the same terms and for a similar period of one year for which he was first employed. Therefore, if an employee is hired for one year, or other term, and no different arrangement is made or other contract signed at the end of the term the employer must keep the employee in the same employment at the same salary for another term. If the employer discharges the employee before the contract expires he must pay the employee's full

For example, in Smith v. Shallcross Co., 69 Atl. (2d) 156, the testimony showed facts, as follows: One Smith had been connected with the electrical appliance business for many years. The Shallcross Co. are engaged in the manufacture of electrical instruments. The company wrote a letter to Smith, as follows: "This is to confirm our conversation of September 15, in which we offered and you accepted the position of sales manager for our company. with the following terms: salary of \$3,000 a year, and a commission of one percent on net sales, with the exception of charges for repairs. We also guarantee that your minimum earnings from salary and commissions will be at least \$6,000 for the first year."

Smith worked for the Shallcross Co. for one year. At the end of the year no further contract was made. Soon after the end of the first year Smith was discharged. The only reason for the discharge was necessity for economy.

Smith then sued the Shallcross Co. for \$6,442.00, the salary he would have earned the balance of the second year had he not been discharged. The jury rendered a verdict in favor of the employee, and the higher court affirmed the verdict, saying:

"Where a contract of employment for a definite time is made and the employee's services are continued after the expiration of the time, without objection, the inference is that the parties have assented to another contract for a term of the same length with the same salary and conditions of service.... .Since plaintiff (Smith) was hired for the definite period of one year and continued to render service after the expiration of that period the jury could reasonably draw the inference that his contract had been renewed by implication for another year at the same salary and under the same conditions. Accordingly plaintiff is entitled to his ver-

Warehouseman Liable For Damages

Considerable discussion has arisen from time to time over the legal question: If either a warehouseman or private transportation company damages electrical equipment, can the shipper recover full damages? The answer is yes if the damage was caused by negligence of the warehouseman or transportation company.

For example, in Walker Electrical Co. v. Sullivan, 52 S. E. (2d) 477, it was shown that a warehouseman was hired to transport expensive equipment for the Walker Electrical Co. The warehouseman's employees dropped the machine, resulting in the subsequent burning out of its bearings. There was evidence that the cost of repairing bearings would take 75 hours at \$3.50 per hour and that the machine had depreciated in value \$1,000. Notwithstanding this testimony, the jury held the warehouseman liable to the Walker Electrical Co. for only \$32. The higher court promptly reversed the verdict, saying:

'Recovery on the part of the bailor (Walker Electrical Co.) for more than \$32, which was admitted by the defendants (warehouseman), depended solely on the question of whether or not the jury believed from the facts and circumstances of the case that the dropping of the machine was the cause of the bearings burning out,"

Parking Let Injury

Many sellers and distributors of electrical appliances furnish free parking lots for customers. It is important to know that all patrons who utilize the lot are justified in believing that the lot is reasonably safe, and not dangerous. Hence failure of the seller to provide bright lights at nighttime to illuminate dangerous conditions on a parking lot, furnished for convenience of patrons, will result in the seller being liable for injuries to pa-

For example, in Falen v. Monessen Co., 69 Atl. (2d) 65, the testimony showed facts, as follows: On one side of a building there is a vacant lot which the company maintains for use of patrons to park their cars. The parking lot is level in general and is surfaced with slag. One evening after dark neither the floodlight nor the light over the entrance door was lighted. A patron drove his automobile onto the parking lot. When leaving his automobile he saw a retaining wall, and, mistaking it in the dimness of the light for the curb of a sidewalk, he stepped up on the wall and then fell down a ramp receiving severe injuries.

In subsequent litigation the higher court held the company liable in dam-

ages, saving:

Here, the jury was warranted in finding that the light was so dim as to deceive him into mistaking the top of the retaining wall for the curb of a sidewalk."

For comparison, see Bartek v. Grossman, 52 A. (2d) 209. Here a patron was denied damages for injuries received in a fall through an open trap door in a dark and unoccupied room, not intended for use of patrons.

And again in Conboy v. Osage, 288 Pac. 193, the injuries for which the proprietor of the building was held not liable resulted from the patron's fall down an "unlighted" stairway with which he was familiar. The higher court held that the patron was con-

(Continued on page 142)

THAT a little originality applied to merchandising technique during the Christmas season will considerably swell holiday sales has been readily proven by the experience of a group of western and midwestern appliance retailers. Each has gone well beyond the Christmas-tree-and-decoration routine to develop profitable Christmas gift sales volume, and each has developed an idea which it retains year after year for merchandising success.

Brandt's Is Train Headquarters

Brandt Electric Co., in downtown St. Louis, Mo., traces a large portion of its annual major appliance and electric houseware sales entirely to the fact that the store becomes an "electric train center" each year. Having held a Lionel franchise for toy electric train repairs for many years, the St. Louis appliance store shows by far the largest

Air Conditioners for Xmas

Over on Delmar Blvd., in St. Louis, Sam Singer of the Schweig-Engel Co. has sold an amazing volume of 3/4 and 1-ton package air conditioning units as the "ideal Christmas gift". Specializing in these "deluxe" conditioners for the past 10 years, Singer has built up a prospect-attracting reputation as an expert in the field. This he quotes regularly in a direct-mail program aimed at the wives of professional men throughout the area. Beginning November 1, Singer bombards the wives of doctors, lawyers, dentists, public officials, etc., with letters suggesting that the package air conditioner to offset St. Louis' notoriously hot summer temperatures is the "gift supreme" for real appreciation from the recipient. The St. Louis dealer gets a strong response to such mail promotion, and the store literally outsells its summer package air conditioner volume during the

Eleven Ways to Increase CHRISTMAS SALES

Sounds crazy to promote air conditioners in winter, but Sam Singer sells lots of them as Christmas gifts. Another firm delivers washers on Christmas Eve. A third goes after the year's unsold prospects. Eleven different firms have 11 different ideas which they use successfully year after year



COOL AIR FOR XMAS sounds like a silly gift—and a silly sales idea. But Schweig-Engel, St. Louis, does well by encouraging air conditioners as gifts.

choice of electric trains and accessories offered anywhere in the city, from November 15 until Christmas Day. Special plywood racks, resembling pyramids with many elevations to display full-length trains, are built throughout the store, behind the display windows, etc., and one or more quarter-page display ads are used every week to advertise "St. Louis' Toy Train Center". As a result, many hundreds of families who would pay little or no attention to ordinary appliance advertising flock into the Pine street showroom and there the interest of many gift-purchasers is transferred from the electric trains on display to refrigerators, ranges, washing machines, radios, phonographs, and the complete list of small electrical appliances carried by the store. "Every toy train sale is doubly valuable to us, in that it creates an appliance prospect," A. J. Brandt, head of the firm, declares. November-December period, when this "gift which keeps on giving" is featured, "We go on the theory that there is probably no gift which will be more unusual, or more appreciated, in the St. Louis area, than cool comfort air conditioning for the summer months," says Singer. "It is an idea which is easy to sell to the average gift-giver and, if the prospect list consists of better-income families, there is no real reason why the store's entire stock cannot be sold at Christmas-time."

Layaways in September

The power of suggestion has been effectively dramatized for the past five years by Clayshire Electric Co. of Clayton, Missouri. With a brilliantly-lighted store, commanding much attention at the intersection of two large suburban highways, Clayshire plants the Christmas gift idea with holiday-

packaged appliances on display in the windows from September 1 onward. For example, a single refrigerator is wrapped in clear cellophane, provided with a huge red satin band, eight inches wide, tied with the usual ribbon and an enlarged gift tag which reads "For the Family". Merely keeping the holiday-packaged refrigerator in the window for this three-month period brings in a lot of drop-in prospects who take advantage of the store's excellent time-payment or layaway buying plans to provide a handsome gift for the family, "It doesn't take a lot of aggressive salesmanship to sell appliances for holiday gifts; rather, the mere sight of a gift packaged appliance will start the head of the family thinking along these lines," it was indicated. "Ofter, we have started layaway sales of holiday gifts within a few days after

the first display goes up, with no newspaper advertising, no outside solicitation or telephone calls involved. This is an old idea, of course, but the important thing is that we put it into practice very early in the season, when the head of the family still has ample time to budget his income and assure delivery of the appliance when desired. We think that the display, with its singleness of purpose, likewise leads many wives driving by with their families to ask the husband for just such a gift."

Gift Suggestions by Phone

R. A. Guinner, another dealer located near Affton, Mo., has worked out one of the most complex merchandising systems extant in the Middle West. His holiday sales plan is based on two



TESTIMONIAL PHOTOS of happy families which have received major appliances for Christmas are used by Englewood Hardware, South Denver, in ads.

pleasant-voiced "telephone sales girls" for whom a special office has been constructed in the rear of the store. Averaging 40 calls per day each, the two girls utilize the cross-index city directory to telephone both past customers of the store and new prospects from November I onward, with "Guinner's gift suggestion list". Telephoning the home, the sales girl introduces herself, explains that the Guinner store is looking for Christmas gift customers, and goes through a complete explanation of the appliance lines carried, all the way from package kitchens down through small electric housewares, toys, records, and small electrical novelty gifts. During the remainder of the year, the two-girl telephone sales crew is utilized for other forms of promotion, but it is during the Christmas season that each shows maximum worth, according to Ralph Guinner, president of the firm. We like to contact potential customers "selling the unsold prospect". With a crew of eight outside salesmen, this leading Denver appliance firm accumulates a long list of "on-the-fence" prospects each year who, for some reason or another, could not be sold when originally contacted. Included are newly-wed couples who could not see their way clear to add a new major appliance to the family budget, who were contemplating moving, etc., and thus put off the purchase. Instead of discarding these names, such as is usually the practice, Denver Appliance files each away carefully, keeps the name up-to-date with frequent telephone contact, and then bears down on the prospect list when the holiday season rolls around. A list of such prospects is given to each salesman who spends the pre-holiday weeks in following up either in person, or over the telephone, the prospect list handed him. Urging the husband to go ahead with the contemplated purchase and



MINIATURE REPLICAS of appliance gifts are provided by one merchant so that appliance gift recipients know just what they're getting.

at a time when they are beginning to make up their gift lists, and when they are thus most receptive to suggestion," Mr. Guinner said. "Usually, the person telephoned is grateful for suggestions which help to solve the arduous problems of gift shopping, and will respond with a visit to the store within the next day or two. It requires no premium offer, no free gifts, etc., to build traffic in this way. Instead, a straightforward listing of the store's products, our special services, such as free gift wrapping, free delivery, a long list of nationally-known lines, etc., is enough to turn the trick." Sales made by the Guinner firm, incidentally, have ranged all the way from complete kitchens to electrically-operated toys.

Campaign For Unsold Prospects

Out in Denver, Colo., the Denver Appliance Co. capitalizes each year on

to order the appliance delivered on Christmas Eve as a complete surprise gets excellent results. The store, franchised with three leading appliance lines, offers plenty of choice, readilyadjustable time-payment plans to meet any budget, and a fine service department. "Perhaps the most important angle in re-contacting unsold prospects in this way, is the fact that we already have their goodwill, and that they are usually quite familiar with the appli-ance suggested," it was indicated. "By thus closing the sale, offering the appliance as a gift, there is a strong eco-nomic reason for the purchase. When we point up the offer by agreeing to deliver the appliance as a surprise, at the time desired, resistance largely disappears." Of course, many of the previously unsold prospects have already bought appliances elsewhere. However, at least 60 percent of the unsold list can represent profitable



DELIVERY MEN Santa Clauses deliver appliances the night before Christmas for customers of Bell's in Denver, Colo. Appliances are even gift-wrapped.

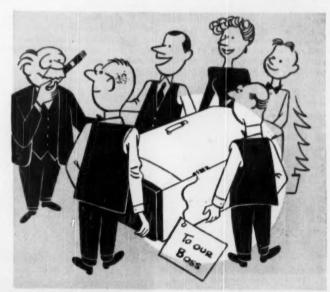
Christmas sales, the firm has become convinced through experience.

Miniature Gift Packages

Taking a cue from retail hat stores and developing a miniature appliance "gift package" is a stunt which has gotten equally good results for Woodrow Wilson, popular South Denver dealer. Wilson hit upon this idea when he noted the extreme interest which most housewives visiting the store displayed in the miniature plastic refrigerators, ranges, cabinets, homefreezers, sinks, etc., which the store's kitchen-planning division used to graphically illustrate suggestions. "We have a lot of women

visiting the store who shuffle the miniature appliances around and exclaim wistfully over the result," the dealer smiled. "This suggested to me that many gift-givers, anxious to give a pleasing gift, but uncertain as to the brand, type, etc., might enjoy giving a miniature refrigerator, range, or other appliance, which the recipient could trade for 'the real thing' in the store." As a result, the Wilson window displays each year a complete selection of miniature appliances, all gift-packaged into small 4x4x3 inch "surprise packages" wrapped in gay tissue, tied with ribbons, and small silver bells.

The gift-giver, anxious to give a (Continued on page 88)



GROUP-BUYING encouraged by one dealer makes expensive gifts possible and, of course, results in big-ticket sales for the dealer.

RIGHT OUT OF THE SKY drops Cy Shabe to be greated with a handshake by a grateful retail dealer who asked for his distributor's help in a hurry. Shabe can reach almost any of his dealers within two or three hours.

HERE COMES

Flying in with help when they need it most is just one way that Cy Shobe brings fast, efficient service to 2200 dealers in five southern states. Dealer training programs, a corps of home economists, organized repair service and frequent sales meetings have also helped build better retailers and a \$5,000,000 volume for the Memphis, Tenn., distributor

By A. B. WINDHAM

Norvell S. "Cy" Shobe, of Memphis, Tenn. At that time, Mr. Shobe was a small wholesaler with four employees and an annual sales volume of approximately \$350,000. Nevertheless, he earned the tag of "up-and-coming" because obviously, he had something, something that was to take him a long way in the appliance busness.

Today, Shobe, Inc., is a giant in the southeastern distributing field. The firm is one of Philo's largest outlets in the mid-South and counts up an annual sales volume of more than \$5,000,000. It serves 2,200 retail dealers and operates in 91 counties of five states.

In the last week of August, 1950, Shobe, Inc., opened its new home at 1195 Union Avenue in Memphis, one of the most modern estallishments of its kind in the country. The burdling is an entire city block in length and contains (3,000 sq. ft, at floar space.

NEW BLOCK-LONG home of Shobe, Inc., at 1195 Union Ave., Memphis, is one of the most modern plants of its kind in the mid-South, and house one of Philoo's foremost southern outlets.

his display rooms contain movable panels which may be arranged to break up space into as many display areas as are desired. It is air conditioned and well lighted throughout.

The "something" which Cy Shobe had—and still has—and which enabled him to reach his present pinnacle of success as a distributor, is his ability to make lumself a partner with his retail dealers. He is the ideal "middle man", the link which makes a

dealer, no matter how small, feel that he is part and parcel of the vast Philco organization, instead of just a customer.

Cy Shobe knows the retail dealer's viewpoint. He learned it through 28 years of contacting the retail field, first as an employee of the Federal Radio Co., in Kansas City, then as Philco's southern representative, and finally as head of his own firm. Of the 58 employees of Shobe, Inc., none

is quicker to go to the aid of the retailer than the "old man" himself and every employee of the company has been indoctrinated in the Shobe policy of "the dealer comes first."

This policy of dealer cooperation is maintained on the thesis that "the retailer wants from his distributor, above all else, fair dealing and service." says Cy Shobe. "The two terms can be fulfilled in a hundred different ways and we try to do all of them."





PROMOTIONAL MATERIAL for a disaler's sales meeting is loaded into the company plane by Shobe and C. M. Nevill, sales promotion manager. The plane seats four, has additional room for small equipment or parts, which can be delivered in a hurry when needed.

Shobe Dealers Get Service By Air

W HEN a Shobe dealer needs fast help in planning, selling or organizational work, he gets it in the quickest possible way—by air. Shobe uses his own plane to cover the five state territory which he serves.

"I can fly my sales manager, my home economists or salesmen to almost any point in the field in two or three hours," he explains. "It's the modern and better way to do business." By using his own plane, Shobe betters the time of fast airliners, since he usually flies non-stop to his destination while passenger ships must land at intervals to take on and discharge passengers. Flying enables him to speed parts and small equipment to dealers who need them in a hurry. Another particular advantage of flying is that by cutting down on the time involved, he and his staff are rarely tied up and

unable to attend when a dealer needs them for conferences, meetings or special events. He can leave his place of business at a late hour in the afternoon, participate in a dealer's sales meeting or show and hop back into his plane to return in time for work the next morning.

The idea works in reverse also and many a dealer has hitched a ride with Shobe back and forth into Memphis

when urgency demanded, or has attended Philco conventions in Atlantic City, St. Louis, New York and Chicago.

Mr. Shobe holds a private pilot's license and has been flying as a hobby since 1936. During the war he was a flight squadron commander at the Navy's Millington Air Station, and later was in charge of flight training at 16 midwest colleges.

"Dealer-A-Week" Program Trains Retailers

ABOUT a year ago, Shobe, Inc., initiated a system of bringing its retail dealers into the store to get first hand training. The practice is called the "Dealer-A-Week" program.

Under the system, the dealer spends his week working from the floor of the display rooms, observing in the repair and service department, finding out exactly how his orders are handled and shipped, studying Philco models and equipment, and learning the fine points of demonstration and salesmanship from Shobe experts.

He is particularly encouraged to participate in demonstrations and sales talks to customers. While Shobe sells nothing at retail, there is a continuous

(Continued on next page)



DE WITT WHITTEN, of Whitten Brothers Hardware Co., demonstrates kitchen appliances to one of his own prospects in a model kitchen in Shobe's display rooms. Whitten is a dealer taking advantage of the "Dealer-A-Week" program.



"DEALER OF THE WEEK" Marvin Brooks, of Airways Hardware Co., Memphis, profits from the time he spends at Shobe's learning to demonstrate. After this refresher course, he returns to his own business a better salesman.



TELEVISION IS A SPECIALTY with Shobe, Inc. A retail dealer stands by to pick up sales hints and suggestions while W. J. Shepherd, Shobe salesman, demonstrates.

Here Comes Shobe! (continued)

stream of customers who drop into the store for demonstrations. These customers are referred to the Philco dealer in their vicinity for actual purchases, but they are fully informed and shown the action of appliances in which they may be interested.

During the week the chosen dealer works in the Shobe store, he is encouraged to bring in his own prospects, if possible, where they can receive the best in demonstration and advice from experienced salesmen and home eco-

When the working week is over, the dealer returns to his own store with fresh ideas and selling knowledge and a much better understanding of how the distributor works for his interest. Shobe, Inc., then calls in another of its retailers for a week in the store. The process is continuous throughout the year and, according to Mr. Shobe, has been a major factor in cementing distributor-dealer relations.

In addition to the full Philco line, dealers also learn about other equipment handled by the firm, which includes Geneva kitchens, Easy washers and ironers, Westinghouse appliances, Duo Therm heaters and Kitchen Aid dishwashers.

Trained Economists Give First Aid To Shobe Dealers



DEALER HOME ECONOMISTS from all over the territory served by Shobe, Inc., gather in the company's big auditorium to see how to conduct a cooking school.

A^N important part of the Shobe programs for dealers is the work of the company's home service experts.

"We find that many of our dealers are employing their own home economists," says Mr. Shobe, "and these demonstrators and saleswomen need constant advice and help in modernizing their work. We maintain a staff of home economists and experts expressly for the purpose of working with the dealer's staff to obtain best results in this field."

Shobe home and kitchen experts are ready on an instant's notice to stage a cooking school, home laundry demonstration or home freezer forum for the company's retail dealers. In cases where the dealer has no room of his own for such gatherings, he is permitted and encouraged to use the big Shobe auditorium, which is one of the most modern and best equipped in the mid-South. On the stage of the auditorium, all kinds and types of appliances are installed and connected.

In many an emergency or hurry call,

one of the firm's home economists has hopped right into the plane and rushed to help a dealer's staff in some remote region put on a first-class demonstration of appliances.

Another popular feature provided by the home service department is the planning, preparation and drawing up of kitchen plans. Under the expert guidance of P. Y. Blackwell, kitchen specialist, complete drawings and plans for almost any desired kitchen are turned out. The cost of such drawings and plans usually approximates \$10, which just about covers expenses, and this cost is passed on to the dealer. Mr. Blackwell and his staff work to provide the dealer with the best possible tools for selling, working from measurements and descriptions which the dealer furnishes.

A steady stream of literature, recipes, menus and helpful hints go out from the. Shobe home economists' headquarters to dealers throughout the territory. But the personal touch is regarded as more important.

HOME ECONOMISTS not only go all-out to help the company's dealers, they also cooperate fully with local utilities. Home service personnel from the Memphis Light, Gas & Water Co. pick up a few tips on ironing from a Shobe representative.

TO KEEP UP TO DATE on the latest methods of demonstration, Shobe home economists get frequent instruction from factory representatives. Eliza Clark, Philca home economist, talks with two Shobe staff members. KITCHEN PLANNING service for dealers is a feature of the home service section. P. Y. Blackwell, left, kitchen specialist, shows a Shobe dealer home economist plans and diagrams for a new kitchen which he has projected from specifications submitted by her.









FAST AND EFFICIENT WORK by the Shobe major appliance service department is a specialty which many retail dealers rely on. This centralized service for dealers who desire it takes care of the service problem for all Shobe retailers who have no repair department of their own.



EXPERT RADIO AND TV instruction for dealers' service is always available to Shobe dealers. Bob Brown (far right), veteran in electronics and manager of the department, gives the benefit of his experience to younger service men and dealers who are setting up their own departments.



NO ANTIQUATED METHODS are in evidence in the service department of Shobe's. Hydraulic lifts and other modern loading devices are used in the company's big storage areas.

Shobe Handles The Dealer's Service Problems

66WE maintain a centralized service department for all of our dealers who desire it," says Shobe. "If the dealer has his own service department so much the better, but for those who do not, we take care of their problems as quickly and efficiently as

The Shobe firm maintains two service departments, one for television and radio receivers and the other for appliances. The former, headed by Bob Brown, former factory representative for Philco, functions in two ways. It handles work for dealers, providing everything from parts needed to guaranteed repairs, and it trains service men for dealers in both general and specialized work. At the request of the dealer, Shobe will undertake to train and improve the dealer's service men in every phase of radio and television repair and installation in which they need help.

The other service department, headed by Troy Ritter, provides an identical service to dealers in work on all major appliances and electric housewares which the company sells. If enough dealers so request it, service and repair schools are conducted by either or both of these departments.

Frequent Sales Meetings Stimulate Dealer Contacts

CY Shobe believes in frequent sales confined to the Shobe plant alone. Commeetings as a method of binding pany representatives are continually his firm to his dealers and keeping the machinery of selling well oiled and efficient. Meetings are held periodically in the big auditorium where dealers get first hand demonstrations of new equipment and new appliance models. They also get selling suggestions, hints on demonstration, and inspiration for promotional campaigns from the distributor's staff.

At one session, the dealers may hear timely advice from C. M. Nevill, sales promotion manager, on how to advertise wisely. At another, Bill Roberts, vice-president of the company, may take over to discuss angles of financing or overcoming sales resistance, or Cv Shobe himself may step in to conduct a general round-table discussion on merchandising.

Films, television programs and illustrated demonstrations all are used in the meetings, which are never allowed to become tedious or uninteresting. If the meeting is longer than usual, recesses are taken and perhaps beer and sandwiches passed out to those attending.

But sales meetings are by no means

pany representatives are continually out in the field conducting meetings for dealers' sales staffs, talking over appliance problems in informal chats with salesmen, and actively working with the dealer in selling and promo-

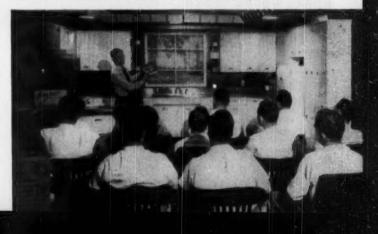
Fundamental policies stressed again and again at the sales meetings include; (1) No tie-in deals. Every transaction stands on its own base; (2) The best possible service. Convenient location and facilities for prompt transaction of business make it possible for the dealer to select his merchandise and have it loaded on trucks, ready to go, in 30 to 40 minutes time; (3) Always a clean deal, with no sharpness, cunning or trickery. Good will is considered the greatest asset of Shobe, Inc.; (4) A helping hand at all times. Any member of the staff is at the disposal of the dealer whenever the dealer desires help.

It is these firmly-grounded policies and the helpful and stimulating contacts with his dealers which have made Cy Shobe a power in the distributing field and, best of all, a real working partner in the dealer's business. End



MOST SUCCESSFUL DEALER meetings are short and to the point. Should they run longer than usual, Cy Shobe himself calls a recess and passes out beer and sandwiches to his retailers gathered in the company auditorium.

SHOBE EXPERTS also learn. In order to stage proper dealer meetings in their fields, the company's field men frequently get instruction from manufacturers' representatives and hear talks such as this one from a Geneva kitchen expert.



Housewares Lead to Major Sales



"DO YOU HAVE IT?" asks a housewife of Forsdick. She's er traded at Fisher-Forsdick but is looking for an unusual item she has seen in one of the women's magazines.



"THAT'S IT!" exclaims the housewife, impressed by the store's having it. What she doesn't know is that Forsdick checks the magazines each month for new items

Pots and Pans

Fisher and Forsdick, Inc., needed to increase traffic to get



N January of this year Fisher and Forsdick, Inc., in Stamford, Conn., up to that time a specialty dealership handling appliances only, began adding a complete stock of non-electric housewares.

Even in as brief a period as seven months the results of this change have been so decisive that officials of the firm are now remodeling the store to provide more room for housewares. What is more, they hope to be able to add additional non-appliance lines in the future. From almost every angle the addition of housewares has paid off handsomely for the store:

-for the first seven months of 1950, monthly sales volume has averaged 70 percent better than the same period in

-each month since February (with the exception of May) has seen sales volume rise over the preceding month. February sales were 10 percent over January, March 25 percent over February, April 10 percent over March, June 100 percent over May and July 15 percent over June.

Fisher-Forsdick, is sure that "both volume-wise and profit-wise our pic-ture is better since adding housewares."

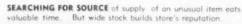
-"Not only that," adds vice-president Roland Hendrickson, "but store traffic has increased many times over with the new lines. And women who felt reluctant to just 'look around' a store handling only big-ticket items now feel free to browse around the housewares and then look over the appliances. There's no doubt about it, the housewares have built appliance volume for us."

Radio Out, Housewares In

For Fisher-Forsdick the move toward housewares began late in 1948, It was then that Forsdick and Hendrickson decided to get out of the radio-television business.

"We gave up on radio and television because, despite a satisfactory volume on these lines, we were making little profit on them," Forsdick explained. They always carried a poor margin and, because of our policy of carrying complete lines of every brand -Charles E. Forschek, president of stocked, they took up too much floor

ORDERING of hundreds of items is simplified by use of a 'want" book to be consulted when regular order is placed.



Housewares Have Disadvantages, Too

EDITOR'S NOTE-This is the first in a series of articles on dealers' experiences in adding non-electric merchandise to their appliance lines. The second, Greeting Cards Pay Their Rent, will appear in an early issue.







"I'LL TAKE IT," says the customer. Like most housewares sales, this one is for cash. That's one advantage of handling housewares, says Forsdick. In addition, there are fewer service problems and better mark-ups on housewares items, and they



EUILD APPLIANCE TRAFFIC for the store. A stranger to the store and its merchandise only five minutes ago, the customer pauses on her way out to look at a washer.

Draw Appliance Prospects

By TED WEBER

more appliance buyers in its Stamford, Conn., store. So the owners added housewares and boosted sales volume 70 percent

space and represented too great an investment considering the profit. Then, too, during 1948, almost overaight, radio and television really became a cut-throat business. The end came when complete strangers began telling us how large a discount they would settle for."

Once out of the radio-television business. Forsdick began looking about for merchandise to complement the appliance business. The choice of housewares was dictated by several considerations, most important of which was the conviction that such merchandise was a logical addition to their appliance business.

Neither was inclined to overlook other advantages of the housewares business. Such trade was largely cash; there were few, if any, service problems; and mark-ups were considerably better than in many other lines.

In addition, the store's location seemed to argue for the selection of housewares. It would be the only housewares store in suburban Stamford's Ridgeway shopping center. And even though they had been in business there for over two years, Forsdick and Hendrickson agreed that they were still pioneering a relatively new market. Both, therefore, were enthusiastic over the addition of a new line which might be expected to build traffic for the store.

How They Did It

Almost completely ignorant of the business, the two turned to successful housewares outlets for a pattern of operations. They visited stores in and near New York, classifying the items carried by these stores into broad product lines and then decided which of these they would stock.

Once this rough inventory pattern had been completed, the two appliance men visited housewares jobbers, selected brands and figured out the size of their initial orders. In this process they were guided by a rule they had adopted early in their appliance experience—standard brands only. The headaches from off-brands in the immediate post-wir period had convinced them that they could be sure of satisfying their customers only if they carried standard brands alone.

They found their housewares jobbers to be extremely helpful, both in writing the original order and in subsequent re-ordering. Indeed, the service they have received from these wholesalers accentuates the problems involved when they must order merchandise from other sources. But in the complicated housewares business many products are handled on a factory-direct basis and many others of a particularly specialized nature are not stocked by the average jobber.

Disadvantages, Too

The time, money and effort involved in placing orders with sources other than jobbers is one of the relatively few drawbacks that Forsdick and Hendrickson have discovered to the housewares business.

Another problem is the variety of inventory a good housewares store must stock. It is not enough that "housewares" covers hundreds of items of merchandise—from bottle-stoppers to cooking utensils, from sponges to mailboxes. To complicate matters the housewife expects to have a choice of

several brands. Beyond that, many of the items come in a wide variety of sizes.

All of these problems complicate ordering and stocking and present still another handicap—the amount of space required to display such lines.

"Some housewares merchants don't worry too much about this space problem," Forsdick admits. "But we're convinced that these lines must be well displayed to be attractive and draw

That's one reason why the firm is even now tearing out a service counter and re-locating its office force to provide additional selling area.

There's a more significant reason, however, for the alterations. The additional space to be given housewares accurately reflects Forsdick's satisfaction with his new lines and his determination to keep expanding his non-appliance lines. If future additions work out as well as the housewares experiment, the store can look forward to increased appliance sales, larger overall volume and bigger profits.

End

DISPLAY SPACE VANISHES as new items make their appearance. Hendrickson tries to find space for a half-dozen jelly molds.



DIFFERENT SIZES of the same item complicate display and inventory. Below, Hendrickson checks stock on a wide variety of pots and pans.





RODEO TIME in Phaenix, Arizona, was changed from a slump to a sales peak for the Electric Center by a Roundup country fair sale, advertised by throwoways, newspapers, western windows, and 25-foot bucking bronco atop the store.

COWBOY PROMOTION Turns Slump into Sales

VERY electrical dealer knows that the week of a civic celebration is usually not a good time to sell refrigerators and ranges. The natives are busy entertaining out-of-town guests when they are not themselves attending parades and other activities. They drop all thought of purchasing major items. The dealer may get an occasional out-of-town lead, but his sales curve on the whole is apt to show a depressing dip during such a period.

such a period.

John S. Hubbard of Phoenix's Electric Center was determined to change this quiet interval into a selling peak. This year the annual rodeo, which is a much advertised peak of the year's celebrations and is calculated to exRodeo time in Phoenix, Arizona, like other civic celebrations, is always a big time—and a poor time for dealers. So the Electric Center bulldogged business with a promotion that increased traffic 12 times and tripled its sales volume

tend the winter season and to attract visitors from far and wide, was changed a little in character. Instead of the usual morning, noon and night program lasting the better part of a week, the events were spread out through fourteen days, with almost everything scheduled to occur in the afternoon. This left evening hours unprovided for.

So, the Electric Center proceeded to create an evening program which would in measure provide for the lack. As an enforced rule of the city requires that everyone turn out in his best cowhoy garb throughout the event,

a western theme seemed a natural choice. The store announced a "Round-Up", or country fair, with booths, program events, refreshments, souvenirs for the youngsters and all the attractions which might be found at a state fair. The difference was that all activities concerned themselves with electrical appliances and furthered their sale.

Handbills were printed featuring a wild horse, with the name of the store and the time of the event so emphasized on both sides that it could be read even if the piece of reading matter were dropped to the sidewalk. A group of Boy Scouts were given two passes each to the rodeo for distributions.

(Continued on page 100)

BANNERS AND BOOTHS carried out the country fair atmosphere of the promotion. Because a celebrating public wasn't in the mood for major purchases, the Electric Center concentrated its promotion on electric housewares.



ENTERTAINMENT kept the crowd coming. The two stetsoned cowboys in the right rear were about to start a marathon horseback ride from Phoenix to New York, helped make a visit to the store worth while.



Rural dealer Charles Geiger has a simple formula for getting Pennsylvania prospects to look at his freezers—he takes the appliance right to their door in a trailer, finds out in one call if they can be sold

NE demonstration is worth 10,000 words", says Charles D. Geiger, Geiger Appliances, Shoemakersville, Pa.

"If people can see more in a picture than they can when it is described in thousands of words, I feel that a similar picture concerning our business would be even more justifiable," says Mr. Geiger. "And our picture is the actual showing of a home freezer to prospective customers.

"Although we handle a complete line of electrical appliances, we specialize in home freezers. The reason for this is because we find the home freezer market to be wide open to any responsible dealer and also because there are no headaches attached to it."

By headaches, Geiger means the trade-in problem, discounts and servicing. Up to the present Geiger Appliances hasn't encountered anybody that wants to trade a freezer. All freezers that he sells go to customers who do not have any in the home.

"We aren't bothered with discounts," declares Geiger. "Almost every customer wants to know how much off they are going to get on an appliance and our answer is that we do not do business that way. If they want good treatment, proper servicing and a regular warranty period, then they have come to the right place. But we don't give discounts."

Discounts have long been a plague, but Geiger has been able to avoid them. That is, he says, because he



MODERN STORE, which replaces former railroad station home of firm, uses appliances outside as signs, catches attention of motorists with this refrigerator on a turntable.



TRAILER at her door, a Pennsylvania housewife gets a chance to examine a freezer without having to go to dealer Charles Geiger's store in Shoemakersville, Pa. Home-call prospects like this woman make up the bulk of Geiger's customers.

His Freezers Ring Doorbells

has "Never given one to anybody". News therefore can not travel around. Usually if a customer gets a discount, others know about it and expect to receive the same allowance. Making it a practice never to offer or give such discounts regardless of the sale involved has built Geiger's reputation as a legimate and trustworthy dealer.

"Fortunately we are not approached on the discount business in the home freezer field," Geiger points out, "because the purchase of home freezers is too new to the customers contacted. Rather, we have to show them why they should have a freezer."

The servicing problem with freezers is negligible, Geiger declares. House-keepers seldom move freezers around, abuse them or find them working improperly. Because of this, the overhead that is chargeable to each sale for servicing is cut down, making the sale more profitable.

Home Demonstrations Best

Mr. Geiger has found that home demonstrations of freezers are the best way of leading to a sale.

"Whenever possible we try to get customers to come to our store, which is located on the main highway between Reading and Pottsville, Pa.," he says. "Once they are here they are in a better position to see what we are selling, can make comparisons of different models and we can interest them sufficiently to be able to close the sale in the future, if not immediately."

But there are people who do not visit the store, either because they don't have the time or aren't sufficiently interested in buying a home freezer. It is these prospects that make up the bulk of Mr. Geiger's customers. And here is where his single demonstration is worth 10,000 words.

"Selling to farmers, their wives and other ruralfolk is no easy job," recites Geiger. "When first contacted, they are very suspicious and doubtful of the merchandise you are selling. Rural

folks want a hundred dollars worth of merchandise for a hundred dollars spent. They are very cautious of home canvassers.

"Because we know this, we have developed a means of contacting them in such a manner as to make them have confidence in us. Rather than have to contact a prospect at least a half dozen times to actually know if a sale can be closed, we have cut it down to a point where we can tell on the first trip out. That is because we bring the freezer to the prospect."

Trailers Carry Freezers

Geiger has built a few special trailers which are used to bring home freezers directly to the prospect. When the truck and trailer parks in front of a prospect's home, the housekeeper cannot refuse to step up on the trailer and take a look at the freezer demonstrated. In fact, other neighbors and residents look on and they may turn into live future prospects.

"We always carry the largest size freezer on our trailers because we have found them to be the most popular seller in rural areas," explains Geiger. "Once a prospect steps up on the trailer, we demonstrate it to her and know on leaving her home that she is or is not definitely interested in the freezer. Sometimes she may ask us to drop around a little later when her husband is home and we naturally comply. Because we bring the freezer to the door, prospects never can say that they can't come to our store to see it."

Not only has Geiger found that more freezer sales are made by bringing the trailer to the home, but the store gets an unusual amount of free advertising while the truck is traveling. Many people stop to look as the truck drives around with the open freezer on the trailer. Because of the descriptive material on the side of the truck, everyone in the vicinity becomes acquainted with Geiger Appliances.

Not too long ago, Mr. Geiger made

it a habit to park a truck and trailer before a movie in Reading, Pa. Although no one was there to sell, it attracted curious throngs that walked into the trailer to look at the freezes and they became familiar with Geiger Appliance's name and address.

"This display was so effective that the business men in Reading asked me to please take it off the street," smiles Mr. Geiger, "and the police department asked me to move it because it was attracting so many people that it presented a traffic hazard. The few weeks that I did have it on the streets was sufficient to get hundreds of prospects familiar with us and it also proved to me that people did see this caravan freezer as it was driven through towns and communities on the way to a prospect's home."

Easily seen, too, is the Geiger store. Entirely white, with cut out letters backed with lights, it has become a landmark for motorists. The store is 65 feet long and 28 feet wide and the front is all show window with the service shop in the basement.

Mr. Geiger decided to build this store here, when he left his old location in Leesport, Pa., in 1946, because he felt that homes were going up in the more rural areas of the county and that such centers as Reading and Pottsville were spreading out. His location between both cities puts him in a position to cash in on trade from this area as well as from the territory immediately surrounding him.

Appliances Are His Signs

"I have six trade-in refrigerators located right outside my store," explains Mr. Geiger, "which attract more attention than any number of signs that I could put up. I want people to stop because they are interested in an item rather than because they think they are going to get something for nothing as a result of special sales, close-outs and other highly promotional signs." End





Show the TOP of the Arvin Line for prestige...for profit!

THIS Arvin Custom Console Set is the set for those customers who insist on the best but don't want to pay through the nose for top quality!

Model 4162CM is obviously Fine Furniture with a capital "F" — superb imported mahogany veneer with finish-o'-gold and sparkling crystal lucite appointments. And look at this list of performance features. list of performance features;

- · Rock-solid stability for exciting fringe area reception!
- · Gated automatic gain control combats interference'
- Sensitivity compensation for local reception without overload!
- · Straight AC circuit, 26 tubes including rec-
- · Rich Velvet Voice tone system!
- · Powerful electro-dynamic speaker!
- · Continuously variable tone control!
- Two-thirds doors, hinged to swing flush to

Also in blond finish, Model 4162CB, 8369.95 Other models from \$129.95 Prices subject to change without notice.

Phone, wire, or write for distributor's name!

ARVIN INDUSTRIES, Inc., Columbus, Indiana





Free newspaper mats and powerful displays to help you reap greatest benefit from Arvin's national advertising to millions of readers!





IN HOLIDAY MOOD, at least 100 women descend upon Westinghouse Electric Supply twice a week for food, appliance demos and information

Homemaker Parties Catch the Crowds



ORCHIDS AND FOOD are provided by food suppliers and Westinghouse at little cost, do much to increase good will of women's groups toward both.

An average of eight sales a week are being realized by St. Louis dealers of Westinghouse Electric Supply because twice each week the distributor throws a party

WICE a week the big, yellow buses roll up to Westinghouse Electric Supply Co., at 5049 Fyler, in St. Louis, and a crowd of 150 to 200 women roll out like oranges out of a crate. They are in high glee because they are attending a party. In through the doors they surge, each bearing her ticket, where they are greeted with a free orchid (flown in, average cost 25¢). Lunch is awaiting them in the dining hall and as they take their seats they find in front of them various products such as packaged bread, bottles of milk and other food items. Following a good lunch, which costs more than 75¢ per head to prepare, the girls are treated to a cooking school put on by one of the home economists from the Union Electric Co., St. Louis utility.

Prizes for Commercials

Following this, Tom Lane, Jim Davis or one of the Westinghouse boys, picks out a number of women to read commercials plugging the food on display. The one doing the best job wins a prize—in fact, there are prizes for them all.

The lunch over, Tom Lane starts a little impromptu bidding: "Lookit, folks, along the wall are Westinghouse products and I want to know what you would give for them. On the sheets being passed out to you are the list

prices of these items. Tell me what you would give for them. We may be able to make a deal through your dealer."

Note very carefully that this bidding comes last, the women are full of food, information and good cheer. They are surrounded by friends.

Idea Behind the Bidding

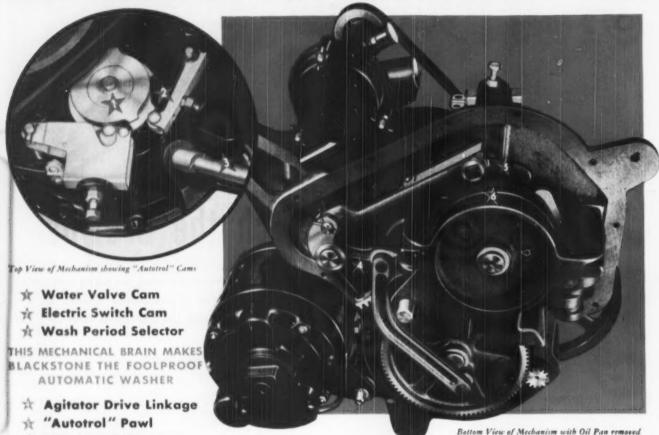
The bidding doesn't mean that anybody is going to sell anything at wholesale. It is a device to get the housewives to tip their hands, to tell Westinghouse dealers what they are in the market for. No dealer is committed, but he can certainly follow up and perhaps, with a trade-in, close a sale.

Following lunch, the women are loaded into the buses and returned to the point where they embarked. The event, starting at 12:30, takes less than two hours.

Cooperate with Dealers

Says John C. Cox, manager of the branch: "We do this because we have discovered it develops unity with our dealers. It is a great stimulant to a dealer. Whenever we are going to entertain a women's organization from one of our dealer neighborhoods, we tell that dealer two weeks in advance and have him come along. If possible, we have the women assemble at his

Chely BLACKSTONE offers THE SIMPLICITY OF MECHANICAL DRIVE



This Cam shifts gears, opens tub drain and brakes spin rotation



a single motor driving through a single "V" belt operates the mechanism, water pump and high-speed tub spin. Linked directly to the Agitator Drive is a Pawl which operates the "Autotrol" by rotating steel ratchet plates one tooth for each oscillation of the Agitator. In positive sequence and with precise timing, these slowly rotating plates

operate three cams imparting mechanical motion to open and close valves, shift gears, apply brakes, and shut off power.

The whole mechanism operates in a bath of oil. There are no solenoids, no delicate devices, no temperamental gadgetry. No wonder Blackstone is called "the finest Automatic Washer that money can buy."

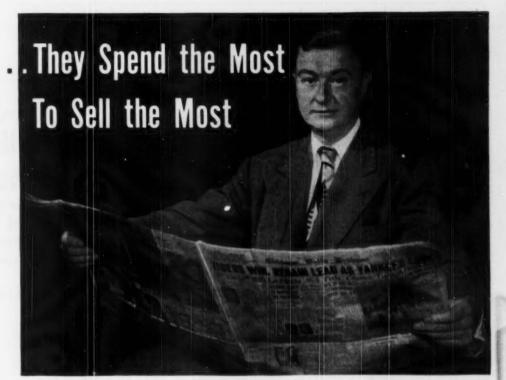
BLACKSTONE CORPORATION
Jamestown, N. Y.

BLACKSTONE

THE QUALITY LINE

The biggest appliance advertiser in Chicago is the L. Fish Furniture Co., which, after 92 years of retailing, has reached an annual appliance volume of a b o u t \$5-million because it knows how and when to spend its money, how to do 90 percent of its business on the installment plan and what products appeal most to the working man and his family

By TOM F. BLACKBURN



BEST-KNOWN BUYER of appliances in Chicago is William Egan of the L. Fish Furniture Co. who never buys across the board and is wary of temporary bargains.

HERE probably isn't, but there should be on the desk of Milton Fish a bronze bust of Lincoln, with his famous words, "The Lord must have loved poor people, because he made so many of them."

For the L. Fish Furniture Co. is dedicated to selling to the workingman and the fellow with the thin pay check. Away back in 1858, when pigs wandered down the muddy streets of Chicago, and hordes of barehanded immigrants arrived daily to help build the Windy City, founder Isaac Fish saw that the family with little ready cash was his market.

Today, doing an estimated business of \$12 to \$13 million a year, L. Fish is the Windy City's oldest furniture house and probably the oldest installment selling firm continuously operating in America.

Chicago's Top Appliance Buyer

Appliancewise, it tops the Middle West, outside of mail order chains. As this is written, William Egan, Irish "Valley" born buyer of major appliances for L. Fish, is completing a quarter century on his job. He is undoubtedly the best known appliance buyer in the Middle West. He is a leading figure in an operation which, if L. Fish spends five percent of sales on advertising, moved more than \$5 million worth of appliances in 1949. He is said to have sold \$439,600 worth of wringer type washers last year. The Fish major appliance department has seen 2,200 electric refrigerators go off its floors in one month.

Much of the success of L. Fish is due to the fact that the firm views

everything from the installment angle, doing an estimated 80 to 90 percent of its volume on this basis.

This is the way the firm sizes up the working man:

He lives in a rented apartment.
 He moves frequently and cannot afford carpeting, pianos, piped-in appliances, or things that take up a lot of floor space.

3. He goes strong for items for which the apartment is ready, such as ranges.

4. He likes items that help cut the cost of living—washers to do the laundry, television sets to entertain the family cheaply, sewing machines to provide clothes.

Some 45 percent of the Chicago working families wash in their kitchens because they have no basements.

6. Appliances must be out of the pioneer and evolution stage before L. Fish can afford to sell them. It is said of Milton Fish that he avoided television at first, because he foresaw rapid changes coming in design and picture tube sizes, all of which would cause customers to stop paying on old, obsolete sets.

7. On performance, L. Fish executives realize that a major appliance must perform perfectly until it is paid for. Any breakdown will cause customers to stop payments. To insure this, a service department is maintained which is said to cost the firm \$150,000 a year. More than \$200,000 worth of television service contracts are said to be cared for.

8. Meter plan propositions, which Fish helped pioneer, and no-moneydown deals have a strong appeal to the working class. With an eye narrowly cocked on these requirements buyer Bill Egan selects merchandise carefully and never buys across the board. He likes to set up working arrangements with firms that can give him a steady supply which is mechanically right. Temporary bargains tempt him only as specials.

How Bill Egan Buys

What really attracts Bill Egan are step-up possibilities. So a line with at least three step-ups is a must. Fish is said to sell 17 percent of its washers for around \$109.95, 65 percent for \$119.95, some 10 percent for \$149.95 and seven percent at \$99.95.

Power house that gets the prospects into the Fish stores is the advertising. L. Fish Furniture is what may be called an advertising success. Vice-president A. L. Ludgin presides over the publicity. Basically, Fish uses catalog pages and always emphasizes the "we sell on time" theme. Originally directed at workingmen, today Fish is

getting a great deal of business from white collar workers who suffer from the depreciated dollar.

Fish likes to have ads dominate the newspaper and in a section of the Chicago Tribune a year ago ran the largest single advertisement that ever appeared in that paper—19 pages.

While L. Fish & Co. will disclose no figures on their operations, a check of newspaper advertising in Chicago reveals that the store spent a total of \$666,565 in 1949 for advertising. A further breakdown by items reveals that they spent \$359,496 on majors such as television, refrigerators, radio, washers and lamps. Thus it can be seen that major appliances proved a great lure to customers, although they bought many other kinds of home furmishings after they arrived.

Because Fish expects a quick return on the money it has spent for advertising, a monthly breakdown of their advertising expenditures (below) may be a good guide.

(Continued on page 84)

Advertising Expenditures by Months

Month	Electric Washers	Lamps	Television	Radio	Refrigerators		
Jan.	10.4%	11.9%	8.6%	7.5%	2.8%		
Feb.	15.2	15.1	9.7	16.3	2.3		
March	23.3	15.5	14.6	16.6	11.9		
April	15.7	17.7	16.0	15.9	21.3		
May	14.5	22.0	23.5	20.5	34.1		
June	20.9	17.8	27.6	23.2	27.6		
July	16.6	12.1	10.6	32.3	24.8		
Aug.	20.2	4.6	6.1	23.9	28.7		
Sept.	21.4	16.6	22.4	13.7	13.6		
Oct.	16.0	16.2	23.3	8.5	6.9		
Nov.	14.2	27.1	20.0	10.5	13.0		
Dec.	11.6	23.4	17.6	11.1	13.0		



SERVICE at the Winter Co., Erie, Pa., begins at desk where telephone calls and items for repair are received. Whate goods serviceman (left) picks up repair order and parts from the stock crib manager-job dispatcher. Winter Co. servicemen earn about \$75 a week, plus mileage.



ELECTRONIC service supervisor and dispatcher (right) gets his instructions from B. W. Mehler, service manager of the Winter Co. Service orders are filed for individual men in pigeonholes over desk.

SERVICE Without Profit

The Winter Co., Erie, Pa., sometimes loses money on service in preference to losing customers, but it regards its highly organized service department, which handles only what the store sells, as the backbone of its business

By WALTER RUDOLPH

J UST where does a service department fit into the profit-and-loss operation of a modern appliance store? Should it go after the service business on its own merits, or should it operate in the background as an aid to overall store merchandising and, hence, store prosperity?

"We don't expect to service at a profit," states B. W. Mehler, service manager of the Winter Co., Erie, Pa.'s 65-year-old piano, radio and appliance store. "Often we lose money, but we'd rather do that than lose a customer."

But how can a service department keep its head above water with that attitude?

How does it pay its personnel?

How much money does it invest in equipment for its work?

What are the average charges made? "On the overall operation," explains Melder, "we have no profit-and-loss breakdown. The front office takes care of all bookkeeping, which is set up under the so-called 'installment bookkeeping' plan, which means simply that the business profits as the money due on installments is collected. So we pay our taxes when due, on the business that we have done."

Service Only What They Sell

"As far as the service department goes—we just don't consider it as being in business for itself. It doesn't try to get 'independent' service work. We stick to servicing what we sell, what we know about, what we have the equipment for servicing—and we think the jack-of-all-trades causes most of the grief when it comes to servicing."

Two Divisions in Service

Service manager Mehler, who correlates all the department's work, conducts schools on washers, ranges, refrigerators, and generally keeps everyone happy, breaks down the service organization like this:

Some 28 people are employed in the

two big divisions in the department— "hard-white" (ranges, refrigerators, etc.) and electronic (radios, television, etc.). Mehler directly oversees the first group, while one of the electronics men supervises his group and receives, of course, extra compensation for the job.

Working with both of the above groups are service employees who receive, unpack, pack again, handle shipning, and so forth.

There's a one-man, full-time painting department, plus an outside man for part-time, in-the-home finish work.

And there's a stock crib manager,

"Hard	-wh	ite	**								4
Electr											
Paint.											1
Stock Mgr.	and	a	5.5	is	17	11	15				2
Labor											

How Service Works

"A service call comes in on one of two lines from our switchboard for the entire store," Mehler says, outlining procedure, "and one of the two service phones has an extension, because of wide-flung operations in here.

"On receiving the call a standard service form is filled out as completely as possible, with one copy for Accounts Receivable, one for the customer and one for Accounting. Then the dispatcher (in this group, the stock crib or parts manager does the dispatching) puts a copy of the call in a slot in my office, to be picked up by an individual serviceman best suited to make the call."

(Continued on page 152)

New Capeluart CX-33 Chassis

CUTS SERVICE PROBLEMS TO THE VANISHING POINT!

Designed for the Serviceman, the CX-33 Gives New Standards of Performance Never Before Achieved in the Television Industry!



THE NEW CAPEHART CX-33 chassis is not only super-powered for long-distance reception, interference-free operation, and greater sensitivity—but it also brings new standards of service-free operation!

Even the normal servicing problems are tremendously simplified. Easy accessibility is provided—to secondary controls with a removable front plate—a safety door in the rear — Focusing control — Polatenna phasing switch.

With the new CX-33 chassis you cut overhead to the bone, raise your net profit to new highs!



←The CAPEHART "William

Penn," 16-inch picture tube.
"Synchro-Sound" provides perfect
synchroization of picture and
sound, Capebart Symphonic-Tone.
Mahogany Veneer English 18th
Century cabinet with authentic
hardware. Full doors fold flush
against sides.

The CAPIHART "Nuntucket."

16-inch rectangular tube gives fullpicture to edge of screen. Capehart
Symphonic. Tone System is perfectly synchronized with picture.

Handsome, clear line modern styling in rich dark mahogany veneer,
Ideal for small home or apartment.



AM TET

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Tolegraph Corporation

Brings 'em in:

Belief in the trade name—confidence in products carrying that name—that's what draws customers into a Kalamazoo Dealer's store.

For 49 years Kalamazoo quality and value have been building up this belief and confidence.

It's this Kalamazoo reputation for honest quality that brings customers in—sells them faster—and rewards Kalamazoo Dealers with more profits!

CONTACT TOUR MEAREST KALAMAZOO DISTRIBUTOR

Gulf States Distributing Co., Birmingham, Ala.
McGawin-Lyan Ndwe. and Supply Co., Mobile, Ala.
Graybar Electric Company, Little Rock, Ark.
Kaemper & Barrett, San Francisco, Calif.
S. E. Teller, Los Angeles, Calif.
Macros Brothers, Denver, Colo.

Malco Wholesalers, Inc., Washington, D. C.
Thurow Distributing Co., Tampa, Jacksonville,
Miami, and Tallahassee, Fla.
Appliances, Inc., Atlanta, Ga.
James-Stevens Co., Albany, Ga.
Stratton & Terstegge Co., Louisville, Ky.

Monroe Hardware Company, Monroe, La.
Woodward-Wight Company, Ltd., New Orleans, La.
Morley Bros., Detroit, Mich.
Kelley-How-Thomson Company,
Duluth, Eli. Paul, Minn., and Billings, Mont.
Townley Metal & Mardware Co., Kansas City, Ma.

LUXURY CONVENIENCES—SUCH AS GLASS OVEN DOORS—BRING BUYERS INT

- · Giant 18" oven, big enough for a 25-lb. turkey!
- · Waist-high, smokeless Flame-Ray brailer.
- · 4 hi-lo top burners. "Click" indicates simmer heat.
- · Fluorescent top lamp, utility outlet, timer and oven light.
- · Easy-to-clean one-piece, heavy steel top.
- · Two ball bearing mounted storage drawers.
- · 40" wide, by 251/2" deep, by 36" floor to cook top.
- . Plus many more De Luxe value features!



Every woman

finds just the gas range She Wants

KALAMAZOO DEALERSHIPS ARE AVAILABLE!

Are you profiting from the pulling power, the store-traffic-building power of this tremendously popular Kalamazoo Line?

It will pay you to investigate Kalamazoo's attractive pricing and discounting policy . . . and know better the complete Line that includes:

Gas ranges, electric ranges, combination ranges, coal-and-wood ranges, washers, refrigerators, freezers, gas and electric hot water heaters.

FOR INFORMATION WRITE: The Kalamazoo Stove & Furnace Co., 455 Michigan Ave., Kalamazoo, Mich.

HOME APPLIANCES

A LAMAZOO

HEATING EQUIPMENT

Style and Economy Bring 'em tool Priced for the home maker—yet has all them be Luxe features: Gloss oven door, hi-lo top burners with "simmer click," Uniflow top, and fluorescent top lamp. Thermagic oven is 18" wide. Drawer type broiler. Two storage drawers, Porcelain enamel finish. Dt. 148.

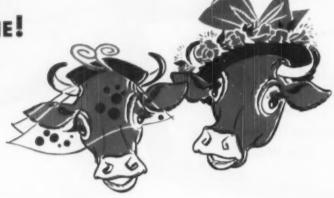
Value Brings 'em in1 Convenient waisthigh broiler. Big 18" Fiberglas insulated oven has rounded corners for easy cleaning. Wilcolator or Robertshow thermostal. One giant, three standard hi-lo burners, with spillover protection. Uniflow top. Top lamp, timer, utility outlet. Parcelain enamel finish. DH-144.

Special Value Brings Business! Extra special—in beauty, utility, low price. Smooth Uniflow united burner top with built-in lamp and timer. Wall-protecting oven and broiler vents. One giant, three standard burners. 18" oven holds four 10" pies. Hinged front, drawer type broiler. Ball-bearing mounted storage drawers. UL-144.

This Value Leader Cen't Miss! A full sized range—40" wide cooking top—sensationally priced! Fiberglas-insulated 18" Thermagic oven with Wilcolator or Robertshaw thermostat. Uniflow one-piece top. Drawer type, Flame Ray broiler. One giant, three standard hi-lo burners. Ball bearing mounted storage drawers. UL-140.

Hollander & Company, Inc., St. Lavis, Ma.
Tele King Corporation of New Jersey,
Newark, Now Jersey
Tele King Corporation of New York,
New York 10, New York
Carolina Appliance Company, Chorlotte, N. C.

Bader and Fox Distributing Co., Portland, Ore. Graybar Electric Co., Memphis, Tenn. Hermitage Electric Supply Corp., Nashville, Tenn. L. H. Hoover Company, Dallas, Texas Royal Distributing Co., Houston, Texas N. Earl Davidson Co., Tocoma, Wash. two heads are better than ONE!



The bakery with more mixers makes more dough. The supermarket sells more with ten gondolas than five. Volume brings profit to the widget maker.

The manufacturers of milk, cream and butter have also found out that more heads of cows per dairy herd reduce labor and fixed costs, give a better product-and a better profit.

The best form businessmen increase their production by better management, intensive cultivation, crop rotation, mechanization, and greater efficiency in present operations.

And the farm homemaker multiplies her hands by labor-saving appliances, enlarges leisure through expert planning.

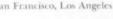
Two heads are better than one... not only in the dairy barn and farm factory, but in the home. The farmer and the Mrs. are a production team, have the same concern with better farm business and better living ... and Successful Farming is San Francisco, Los Angeles.

published for their joint interests.

Successful Farming families are the nation's best farmers...with the largest investment in livestock and plant, superior soil, better crop practices, latest know-how . . . get top yields and incomes. The near-million SF farm subscribers in the fifteen Heart States alone have easily 50% more earnings than the average US farmer.

With form income rising . . . and a savings backlog of billions from a decade of the highest agricultural prosperity . . . today's best farmers are a buge new market for electric appliances, the world's finest class audience!

Advertising in general media misses much of the best market-needs Successful Farming for its intensive penetration, influence based on forty years of service. You're not getting your maximum sales volume, without this market and medium. For full data, call any SF office ... Successful Farming, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta,



Don't Short-Change Yourself On DEPRECIATION

One dealer told Accountant Roberts that he paid cash for his store equipment, so why charge himself depreciation? The answers he got showed him how he was losing money every day in higher taxes, lower profits and inflated net worth

By ARTHUR ROBERTS

Public Accountant

If You Handle It WRONG

INVESTED \$5,000 in showroom modernization and service equipment in 1949, bought and paid for it immediately, so why should I decrease my profits in 1950 and subsequent years with charges for depreciation? Such entries are only bookkeeping transfers, which will not affect my financial standing, neither will they make me any richer," said Frank Miller (not his real name), electric appliance dealer, who had called us in to check his books.

Miller errs in assuming that bookkeeping entries covering depreciation are merely transfers, that they have no effect whatsoever on business operations. Unless depreciation is handled properly, the following irregularities will result.

1. Net worth will be inflated. One dealer told us with pride recently that his net worth was \$40,000. He had been in business 11 years, had a good location, a modern showroom and servicing department, but he had never charged off any depreciation. After an audit, we made an adjusting entry for the wear and tear experienced to date, which reduced his net worth from \$40,000 to \$28,000.

Net worth is the original investment in a business plus the accumulated profits less the losses to date. When you include depreciation in your business expense, you reduce the credit to the net worth account. If you don't include depreciation or an adequate amount in your business expense, you inflate the net worth. You have water in it, which eventually must be squeezed out. In this dealer's case, the net worth was hit for \$12,000 covering wear and tear in prior years that he had failed to charge up on his books.

2. Prices on re-sale goods and service will be figured too love for profit. Say that Miller's sales were \$50,000 one year and that his overhead expense without depreciation totaled \$15,000, then the overhead-to-sales ratio used in costing his sales or figuring selling prices would be 30 percent. But, if his overhead plus depreciation totaled \$16,500, his overhead-to-sales ratio

would be 33 percent, hence, in figuring his margin of profit without a charge for wear and tear, Miller would not be getting enough for his wares. He would cut his net profit three percent, which, in a business where the average net is limited, may put him in the red. To get profitable selling prices, the dealer must include an accurate overhead percentage to sales and if this percentage is reduced by the omission of depreciation, his selling prices will be reduced accordingly.

The omission of depreciation from operating expense or the inclusion of an inadequate amount is the same as giving away all or part of your show-room and shop equipment, business property and trucks to your customers. If you continue this practice indefinitely, your customers will eventually get these assets for nothing.

3. Fixed assets will be inflated. In other words, the business property. working equipment and rolling stock will be recorded on the books at more than they are worth. When the dealer charges profits with depreciation expense, the offsetting credit goes to a reserve for depreciation and the total on this account is deducted from the fixed asset valuation, giving a true perspective of the net worth. The accounts receivable depreciate in value also, and this loss may be taken care of by an allowance for bad debts, based on prior credit sales. Say that your credit sales, those financed with recourse, for the past three years have averaged \$20,000 and that bad debt losses for the same period averaged \$200, then your bad debt loss is one percent of credit sales yearly. If credit sales for a current year are \$25,000, then charge current profits with \$250 and credit the same amount to a "Reserve for bad debts." An inventory may also depreciate through damage, obsolescence, etc., but this loss is taken care of if the ending inventory is taken at realistic value.

4. Income tax payments will be too high. If you do not charge up enough depreciation, your profits will be higher on paper and you will pay more tax,

an over-payment you can't retrieve because the Treasury won't let you make up the deficit in a subsequent vear. With taxes high, the dealer has more financial interest in depreciation than before the war. And taxes are going higher, which will put still more pressure on the dealer to save every dime he can. If you don't charge up enough dollars for wear and tear, you'll shell out many hard-earned dollars in excess tax, besides what you lose in short-pricing your wares, and so, it pays to watch depreciation closely today and compare the written-down value on the books with a physical appraisal of the depreciable assets to determine whether you are getting all that's coming to you.

5. The dealer will lack experience records. The computation of deprecia-

tion is always an estimate, hence, you need some guidance to estimate wisely. The cost of a depreciable asset is known to you. The life-span is the question-mark. It should not be set haphazardly. The most dependable way to estimate the life-span is to check against your own experience figures covering the same or similar units. Lacking such experience figures, seek advice from equipment manufacturers, accountants or qualified appraisers. The Treasury looks favorably on experience figures. If you have a back log of such recordings on depreciable assets of a similar type used in a prior period and you base your current deductions on them, they are likely to be passed even though they are higher than average, which may happen if you use the assets more than usual.

How To Handle It RIGHT

To minimize the hazard of loss on depreciation, the dealer should:

1. Use the straight-line method of computation. Frequently a dealer will ask us whether he can save money by using some other method of computing depreciation. There are six other methods but, in the long run, the straight-line method gives the same answer and is the easiest to compute. Then too, the Treasury seems to prefer it, so you will have less trouble getting your deductions passed on the income tax return. Take the original cost of a depreciable asset, say it is \$1,000, estimate the life-span, years, divide 10 into \$1,000, and write off \$100 each year. Pro-rate monthly and include in overhead expense. Do not depreciate land.

2. Consider the use of the asset. If a depreciation schedule is based upon the normal use of equipment and business demands subsequently necessitate working it for longer periods, as, for example, a truck, obviously it will wear out faster and the depreciation charge should be proportionately increased.

3. Vary the depreciation with the asset. A building depreciates less rapidly than display equipment, a truck

more rapidly than office furniture or a cash register. Do not set a composite rate for all assets. More than likely, you will lose money this way and you may have trouble getting the deduction through the Treasury Department.

 Handle your depreciable assets with care. Unless you keep them in good condition, they will depreciate more rapidly than estimated.

5. Include obsolescence with the depreciation charge. Depreciation earmarks wear and tear; obsolescence covers profitable usefulness. An asset may be in good working order but it may not have the operating advantages of a newer unit, or it may not have the display appeal of a more modern fixture or store front. When obsolescence becomes apparent, include it in the depreciation rate so that the equipment can be written off sooner. If it can be justified, it may be taken as a deduction on the income tax return.

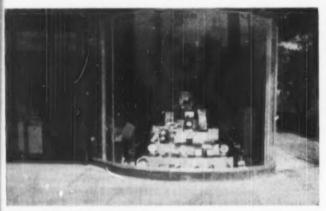
6. Modernize promptly. When assets are written down completely, depreciation ceases, and on paper, profits in subsequent years seem to increase without this load. We frequently come across dealers who have written their depreciable assets off the books and

(Continued on page 146)

Idea Digest



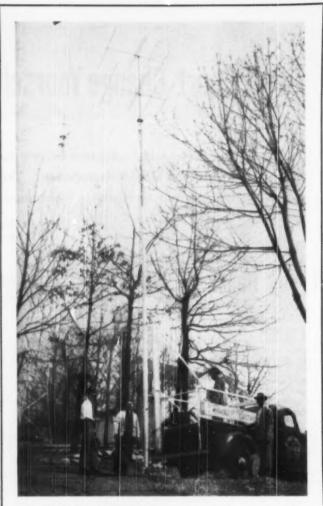
BLEACHER SEATS DRAW TV PROSPECTS: As many as 500 people gather at night in front of the House of Television, Houston, Tex., to sample television, Mr. and Mrs. W. A. Galbreath, the owners, built their own bleacher seats. Mr. Galbreath circulates among the crowd at night and picks out potential purchasers.



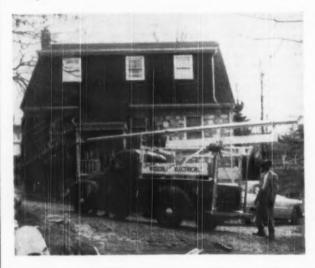
REVOLVING STAGE TRIPLES SALES: In one year the Hub Hardware & Appliance Co., Los Angeles, tripled electric housewares sales, with this one-revolution-perminute revolving platform. There are six tiers of shelving and four vertical dividers, all demountable to permit display of major appliances on the stage.



USE PHOTOS OF UNUSUAL DELIVERIES: The home freezer pictured above went into a mountain lodge with altitude of 9300 feet, and Simon Halle of Halle's, Colorado Springs, sent out publicity photos of the "highest operating home freezer in the U. S." Halle has obtained free publicity on several unusual installations.



TEST FRINGE AREA RECEPTION: In the Beckley, W. Va., area, the Beckley Music and Electric Co. uses a hydraulic mast to get an excellent signal from Huntington, W. Va., 125 miles away, and Cincinnati, O., 285 miles away. A small geared pump with a ½ hp. motor can extend the mast 85 feet. One man can elevate the mast to a vertical position, secure it and level it; then it is extended electrically, as shown above. The firm designed and constructed its own testing outfit, which it carries on its truck (below). Colin McLuckey is manager of the company, and George Sparks is its service manager.





A PROFITABLE TIP...FEATURE

Whirlpool

IN YOUR CHRISTMAS SELLING PLANS

This Christmas... more and more women want the beautiful new 1951 WHIRLPOOL automatic washer and dryer. Cash in on this "want" ... get your share of the Christmas shopping business with WHIRLPOOL, today's greatest home laundering sensation.

WHIRLPOOL . . . most wanted by most women . . . has more of everything to make it a fast seller and real money maker for you during the coming holiday season. It has quality, design, eye-appeal plus promotion by the biggest advertising campaign in WHIRL-POOL history.



... with Suds-Miser and the Seven Rinses, Cycle-Tone, Ultra-Violet Lamp, Agiflow water action, water saving on partial loads, automatic door release that glows when washer is in operation and other sales-clinching features.

Whirlpool

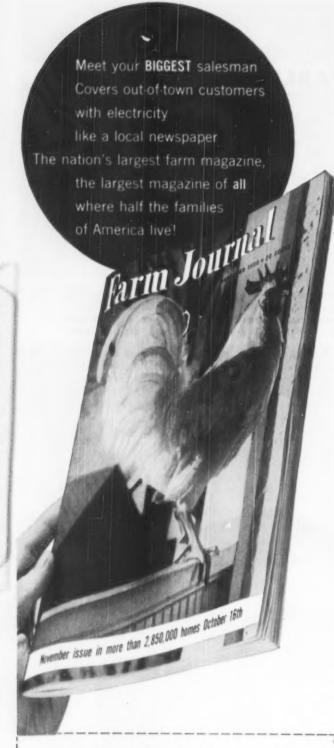
For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

ST. JOSEPH, MICHIGAN, U. S. A. IN CANADA: John Inglis, Ltd., Toronto, Onterio

WHIRLPOOL Dryers

the amazing soif-lighter

both electric or gas models . . . with many exclusive features to make your selling simple.



Manufacturer, salesman or dealer, you'll profit by knowing how many sales calls FARM JOURNAL makes where you want them made. Write us for valuable data about your own territory (State and County). Address: Farm Journal, Inc., Dept. E 7, Philadelphia 5, Pa.

Trouble Shooter's Guide



ELECTRICAL APPLIANCE SERVICING, by William H. Crouse. McGraw-Hill Book Co., Inc., New York. 854 pp., \$7.50.

M ECHANICALLY, appliances improve all the time; just the same, no matter how perfectly they are designed and built, they will always require maintenance. This is the ax iom William H. Crouse has adopted as a starting point for his big, ex-haustive book, "Electrical Appliance Servicing". Mr. Crouse, editor of technical books for the McGraw-Hill Book Co. and a man with a wide engineering background, wrote the book so that men who are already servicing appliances might have detailed servicing information on earlier, as well as late-type, appliances, and as a text-book for students. Mainly for the benefit of this latter group, the opening section of the book deals with fundamentals. The author goes into the theory of atoms, their relation to electricity, physical principles of electricity, the theory and operation of transformers, generators and batteries, the nature of home wiring systems, and shop practice and safety.

Details of Servicing

From this point on, the book is strictly a service manual. The author has had the cooperation of more than 150 of the top electrical appliance manufacturers in the country. They not only supplied illustrations and data on construction, operation and servicing, but they were free with their advice; in addition, many of them reviewed and edited parts of the book that applied to their products. The approach consists of explaining the basic construction and principles involved in the operation of each type of appliance, giving examples of what can go wrong with the unit, and going into a thorough analysis of what to do about

Resistance-Heating Appliances

The first of the three general appliance classifications includes the resistance-heating types: heaters, automatic wafflebakers, coffee makers, irons, toasters, water heaters, broilers, roasters and ranges. There is no discussion of baby-bottle warmers, hot-waterbottle heaters, heating pads or blankets—first, because some of them are so simple and inexpensive that the repairs are either obvious or would cost more than the appliance is worth; second, because the manufacturer of a heating pad or blanket usually requires that the unit be returned to the factory for repair if anything goes wrong.

Motor-Driven Appliances

The second servicing section deals with motor-driven appliances. Although motor repair work is a specialty all by itself, the general appliance service man will need to know something about it, if only to be able to stock the right kind of replacement motors. The section discusses the various types of motors used in home electrical appliances, gives trouble-shooting procedures on them, and outlines some of the repairs that can be made without special equipment. Appliances in-cluded are; fans and blowers, water pumps, lawn mowers, floor waxers, tood mixers, clocks, vacuum cleaners, ironers, garbage disposers, dishwashers, clothes washers, clothes dryers (electric and gas), and sewing ma-

Refrigeration, Air Conditioning

The treatment of refrigeration and air conditioning equipment is briefer than the other sections, because a detailed treatment would require separate volumes for each subject. However, most troubles that come up in regard to domestic refrigerators, freezers and air conditioners can be solved by referring to this book.

"Electrical Appliance Servicing" is packed with photographs, charts and diagrams as well as informative text. Discussions of theory and principles are always simplified by straightforward language and simple comparisons with observable everyday happenings. A service man who wants only concrete information on specific appliance repairs can turn to the headings within chapters and avoid non-essentials. In addition, there are three appendixes: methods of resuscitation from electric shock, characteristics of fractional and subfractional horsepower motors, and recommended tools for servicing appli-

-JAMES BOLGER

Three DOS that sell MORE Electric Ranges!

There are three things that can help you build more Electric Range sales. Like other successful dealers everywhere, you can increase your sales by doing these three things. Here's how:

Have an Electric Range plugged in right on the sales floor. Then you can really give the prospect a demonstration. Flip the switches and the elements heat up right in front of her. She can see how fast this happens. She can touch the oven and feel how cool it is outside when it's hot inside. It's always easier to sell a "live" range than a "dead" one. Demonstrations build floor traffic, too! But in addition . . .

Don't let the sale drop when delivery is made. Make follow-up calls on purchasers. When a customer buys an Electric Range, chances are she's not too familiar with its operation. Have the salesman or home economist visit the customer once or twice after delivery, and demonstrate the range in the customer's own home. She needs only a little help and she'll learn where every control is, and how to use it. Then she'll be the kind of satisfied customer who is a good salesman for you, can bring you a lot of other customers. And also . . .

Like other successful dealers and salesmen, use an Electric Range in your own home. That's the best way to get yourself enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic controls save time, and what delicious meals it cooks. First-install an Electric Range in your own home.

Wire Your Store for Modern Merchandising

Remember-when your store has a three wire service to demonstrate Electric Ranges, it is also wired for other appliances—such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live than "dead."

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N. Y.

ADMIRAL · COOLERATOR · CROSLEY · DEEPFREEZE · FRIGIDAIRE · GENERAL ELECTRIC · GIBSON · HOTPOINT KELVINATOR · LEDO · MONARCH · NORGE · PHILCO · UNIVERSAL · WESTINGHOUSE







Wire Your Store for Modern Merchandising

Remember—when your store has a three wire service to demonstrate Electric Ranges, it is also wired for other appliances, such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."

LIFE the "reader-getter" and LIFE the "business-getter"!

The greatest pictorial journalism the world has ever known has given LIFE the greatest number of readers publishing history has ever known.

Across the nation, people eagerly await LIFE's reporting of news of the Korean War—news of the theatre—developments in the art world and the world of sports... and a host of other events that get well over half of America to read LIFE over a period of 13 issues.

LIFE's amazing ability to get readers is matched by LIFE's ability to get business for thousands of retailers throughout the nation. Ask the B. F. Goodrich Company. They ran a LIFE tie-in promotion in 1000 B. F. Goodrich retail stores all over America.

Here's what Carl Horst, manager of retail merchandising, said in his bulletin about the LIFE promotion:

"Advertised-in-LIFE promotions are proved businessgetters.' Why? Because millions of people read LIFE each week, and they have confidence in LIFE-advertised products. A colorful advertised-in-LIFE atmosphere in your store will attract these prospects and increase sales!"

How LIFE sells for 1,000 B. F. Goodrich Stores



In the course of 13 issues

Over half the nation reads LIFE*

*From A Study of the Ascumulative Audience of LIFE by Alfred Politz Research, Inc. Copies of this Study are available now from LIFE Market Research.

CINCINNATI:

Retailer Charles Browning: "I had an over-all increase of 20% (not including tires) during the LIFE event. More important, the promotion let the people know we have nationally advertised merchandise!"

PHILADELPHIA:

Retailer Robert Adams: "A LIFE promotion is one of the best ways I know to take full advantage of a national advertising campaign. This promotion merits being an annual event for our stores."

SAN FRANCISCO:

Retailer Hugh J. Riley: "The LIFE promotion was a great deal of help to us in sales. It's the type of promotion that can't help but be successful. The public reads LIFE and they buy advertised-in-LIFE merchandise. We should try this again next year!"

DALLAS:

Retailer J. D. Chasteen: "This LIFE promotion was





For Best Results—Feature These LIFE-advertised Products .

turing

ADVERTISED IN

MAJOR APPLIANCES

Nov. 6 G-E Dishwasher—page Hoover Vacuum Cleaner— ½ page, color Lewyt Vacuum Cleaner—½ pg., c.

Nor. 13 Admiral Refrigerator—page, color G-E Refrigerator—page, color Singer Sewing Machines—page, c. Singer Vacuum Cleaner—1/2 pg., c.

Nov. 20 Thor Washer—1/2 page Electresteem Radiator—98 lines

Nov. 27 Crosley Shelvador—page, color Sunbeam Appliances—page, color Westinghouse Appliances—pg., c.

SMALLER APPLIANCES AND HOUSEWARES

Nov. 6 Libbey Glassware—page, color Schick Electric Razor—page, c. Faultless Rubber Sundries—page Club Aluminum Products— ½ page, color G-E Sandwich Grill-Waffle Iron—

1/2 page G-E Toaster—1/2 page

Nov. 13 J. Wiss Scissors—page, color Sunbeam Shavemaster—½ pg., c. Universal Coffeematic—½ pg., c. Camfield Coffeematic & Toaster— ½ page Osterette—¼ page

Nov. 20 Dormeyer Appliances—page, c. Johnson's Gle-Coat—page, color Schick Electric Shaver—page, c. Remington Rand Shaver—1/2 pg. Osterette—1/4 page Sunbeam Eggcooker—1/6 page

Nov. 27 G-E Christmas Tree Lights page, color Siles Coffeemaker & Iron— ½ page, color West Bend Automatic Coffeemaker —½ page, color

Presto Iron-1/2 page

HOME FURNISHINGS

Nov. 6 Alexander Smith Floor Coverings
—spread, color
Bigelow Sanford Carpets—pg., c.
Englander Mattress—page, color
Simmons Hide-A-Bed—page, c.
Tomlinson of High Point Furniture
—page, color
Weish Juvenile Furniture—1/4 pg.
Lane Cedar Chest—1/6 page
Thayer Juvenile Furniture—1/4 pg.
Perm-A-Lators—56 lines

Nov. 13 Cannon Sheets—page, color Westinghouse Electric Blanket page, color Playtex Pillow—page Thayer Furniture—1/4 page

Nov. 20 Boltaflex—page, color Koroseal—page, color Thayer Furniture & Carriages page, color Berk-loc 3-in-1 Chair—1/4 page Lane Cedar Chest—1/4 page

Nov. 27 Cannon Towels—spread, color Borg Scales—page, color Cannon Sheets—page Pepperell Sheets—page Consider H. Willett Furniture— ½ page Pequot Sheets—¼ page Lane Cedar Chest—¼ page

RADIOS, TELEVISION, RECORDS & INSTRUMENTS

Nov. 6 Motorola TV-page, color

Advertisement

Zenith TV—page, color Crosley TV—page RCA Victor "45"—page G-E Clock-Radio—½ page Lester Piano—½ page

Nov. 13 Crosley Radio Sets—page, color Philco TV—page, color RCA Home Instruments—page Capitol Records—1/4 page

Nov. 20 Du Mont TV—spread, color Motorola Radio & TV—spread, c. Crosley TV—page RCA Victor "45"—page Belmont TV—1/2 page Lester Piano—1/2 page

Nov. 27 G-E Electronics—spread, color Zenith TV—page, color Capehart TV—page RCA Home Instruments—page Sparton Radio & TV—1/2 page

JEWELRY, CLOCKS AND WATCHES

Nov. 6 De Beers Diamonds—page, color Elgin Watches—page Le Coultre Watches—page Westclox Clocks—page Telechron Clocks—1/2 page, color Movado Watches—1/4 page Krementz Men's Jewelry—1/4 pg. Ronson Art Metal Accessories— 1/4 page

Nov. 13 Swiss Federation of Watch
Manufacturers—page, color
Telechron Clocks—page, color
Artcarved Diamond & Wedding
Rings—1/2 page
Girard-Perregaux Watches—1/2 pg.
Keepsake Diamond Rings—1/2 pg.
Marvella Pearls—1/2 page
Sessions Clocks—1/2 page
Illinois Watch Case Co.—1/4 pg.
Krementz Men's Jewelry—1/4 pg.

Nov. 20 G-E Clocks—page, color
Zippo Accessories—1/2 page, color
O-B Rings—1/4 page
Krementz Men's Jewelry—1/6 pg.
Vulcain Watches—1/6 page

Nov. 27 Telechron Clocks—page, color
Hamilton Watches—two pages
Le Coultre Watches—two pages
Le Coultre Watches—page
Girard-Perregaux Watches—1/2 pg.
Slex-Let Watch Bands—1/4 page
Hamilton Watches—1/4 page
Ritepoint Liters—1/4 page
Krementz Men's Jewelry—1/6 pg.
Ronson Art Metal Accessories—
1/6 page
Marvella Pearls—1/4 lines

SILVERWARE

Nov. 6 Community Silverplate—page, c.
Holmes & Edwards Silverplate—
page, color
Reed & Barton Sterling Silverware

—1½ page, color

Nov. 13 1847 Rogers Bros. Silverplate page, color 1881 Rogers Silverplate—¼ page

Nov. 20 Community Silverplate—page, c, Holmes & Edwards Silverplate page, color

Nov. 27 Holmes & Edwards Silverplate page, color

CAMERA SUPPLIES AND OPTICAL GOODS

Nov. 6 Graflex Cameras—1/2 page Nov. 13 Ansco Film—1/2 page Nov. 20 Kodak Picture Taking—page, c. Grafica Cameras—1/2 page Nov. 27 Revere Cameras—page, color Polaroid Land Camera—190 lines

STATIONERY REQUISITES

Nov. 6 NuAce Mounting Corners— 28 lines "Mounties" Mounting Corners— 14 lines

Saf-t-Hed Thumb Tacks—14 lines Nov. 13 Royal Portable Typewriter spread, color

spread, cotor
L. C. Smith & Corona Portable
Typewriter—page, color
Texcel Tape—page, color
Eversharp Writing Instruments—
1/2 page, color
Parker Games—1/4 page

Fairchild Playing Cards—42 lines Nov. 20 Parker "51" Pens—page, color Wearever Pens—page

Nov. 27 Sheaffer Pens—page, color Bausch & Lomb Binoculars— 1/2 page, color B. B. Pens—1/4 page



9 Rockefeller Plaza, New York 20, N. Y.

They Spend the Most to Sell the Most

CONTINUED FROM PAGE 71

Advertising is pitched to bring in the biggest crowds Monday, Thursday night and Saturday. Fish stores are situated in areas handy to workingmen. The firm has never taken pride in location, does not give a hoot about prestige. Its idea is to follow through with as large a number of retail sales as quickly and cheaply as possible.

Nothing Nailed to Floor

When the Fish advertising appears and customers respond, they are met by 52 salesmen. No advertised article is nailed to the floor and it is not disparaged by the salesmen, but seven out of 10 prospects buy a higher priced item than they came in to see. They are sold by some demonstrable improvement that makes the higher priced model worthwhile. The men have been trained to know the difference between the step-ups. Naturally the t.o. system (turnover system) is used to expose prospects to the greatest number of sales appeals—such things as, "Oh, we are lucky—here comes Mr. Smith, who is our buyer who goes to New York-he will give you a lot of ideas."

The 52 men who do the selling are not required to make outside calls, although most of them have personal

followings. They work all over the store and sell anything. The store at 63rd and Green St, is reputed to do one of the best jobs in selling washers.

Cobert EtsHokin, who presides over installment credit, is one of the country's experts on time payment selling. In its 92 years, Fish has probably sold something to most of the families in Chicago. It is reputed to have 300,000 cards, of which 200,000 are active accounts.

The store's technique is to qualify the prospective customer on credit. On no-money-down sales, it is said that not more than 25 percent ever get an item without a down payment of some sort. The salesmen are skilled credit men on their own account, and can rate a customer expertly.

Mr. EtsHokin is considered one of the discoverers of the idea of keeping the prospect perpetually on the books. Like other pioneers in the business, he has found that the American public likes to be in debt

likes to be in debt.

So at L. Fish, when the customer comes to the end of his payments, every inducement is made to good risks to keep them coming in. While the old open end mortgage belongs to yesterday, the best deal of the year is dished up to tempt a good family to continue payments. Milton Fish has taken to heart the adage of Julius Rosenwald—"The first sale to a customer costs money to make, the second comes in over the transom."

Best Buy in Chicago-Special

In the interest of this idea, twice a year a thrift circular is sent out with specials for Fish customers only, some 350,000 of them.

The L. Fish operation is centered in Chicago and midwestern cities. In 1936 Milton Fish, nephew of the founder, assumed the presidency. Staffed by men like Harry Stoll, vice-president, A. L. Ludgin, vice-president of advertising, and Cobert Ets-Hokin, expert on installment selling, the store began a forward movement that it never lost.

At a glance, the operation of an installment furniture house is simple. You make a profit on the merchandise that you sell and another one on the finance charge. Installment houses discovered, long before the hankers did, that 95 percent of the public is honest and will pay off.

Where is the catch in this apparently foolproof formula? It lies in those

After all, what is a customer —just a friend with money!

depression catastrophes when great portions of the population are thrown out of work and cannot pay their bills. Reverts that would sink an ordinary firm occur at these times.

Possibly through good luck and possibly due to a sort of cat's whisker sensitivity to economic changes, Fish furniture has steered a serene course. Today, as it comes within eight years of its hundredth birthday, it seems to have hit upon a formula that works beautifully with the electric appliance.

End

Here's TOASTMASTER'S powerful Gift promotion!

8 BIG 4-COLOR ADS in 11 NATIONAL MAGAZINES!

caster. Here's gif-appeal of work! Ewir stop to figure what hat's worth to you! It means an early, quick, clean safe—at a me when you're busines, when minutes are money.

We're sure you'd like more people to buy "automatically," out define to save still more time per transaction. You want deed traffe... increased profits. All these things are yours hen you tie in with this aggressive national adverticing



AMERICA'S MOST-WANTED TOASTER is the one she'll be proud to own. Pops up perfect toast every time---light, dark, or in-between.

Completely automatic, easy to clean, has extra-thick chromium finish for enduring beauty. There are "Toastmaster" Toasters still serving faithfully after 20 years!



FOR SNACKS THAT HIT THE SPOT with youngsters after school, oldsters after the show—there's nothing like the new "Toastmaster" "Toast 'n Jam"* Set. A breakfast-brightener, too. Handsome walnut tray, gay colored jars and toast plate of fine Franciscan Ware, and the beautiful "Toastmaster" Toaster.



SHE'LL HAVE PARTIES that almost give themselves with the "Toast-master" "Hospitality" Sec. Four handmade crystal party plates and three matching relish dishes make the simplest snacks exciting—invite self-service, free the hostess for fun. Hand-rubbed walnut tray. Includes the famous "Toastmaster" Toaster.



A REAL PARTY-PROMOTER—the "Toastmaster" Waffle Service. Handsome walnut tray has loads of extra uses. So, too, have the battet bowl and syrup pitcher in sprout-green Franciscan Ware. Graceful chromium ladle measures out one waffle—to a drop! Includes the "Toastmaster" Waffle Baker with "Siltect" non-stick grids.

TOASTMASTER
Automatic, Electric, Appliances
make heart-warming gifts?



Here's Why...

Expect to Be Surprised!
Wait Until You've Seen
the Outstanding
NEW Deepfreeze Appliances!

There's plenty of brand-new sales appeal in all the Deepfreeze Appliances for 1951.

Deepfreeze again scoops the appliance industry—with new revolutionary
features your customers have wanted for years. The wonderful new Deepfreeze products
bear the famous trade name consumers count on for dependability and quality.

Appliance dealers know they can't go wrong when they ... Go Buy the Name.

In '51-Go Buy the Name-

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES • ELECTRIC WATER HEATERS
DEEPFREEZE APPLIANCE DIVISION, MOTOR PRODUCTS CORPORATION, NORTH CHICAGO, ILLINOIS

© 1950 Deepfrease Appliance Division, Motor Products Corporatio

See Your Distributor-P.D.Q.

for details about the greatest appliance franchise in 1951!

Your Deepfreeze franchise gives you a head start for greater appliance profits in 1951. Have your Deepfreeze distributor explain it in detail—find out what Deepfreeze is going to do in the coming year to help you sell! Check the national advertising program and many other practical selling aids with him. You can share in the great new Deepfreeze profits from the very start!

or Send Coupon for All the Facts?

Deepfreeze Appliance Division Motor Products Corporation, North Chicago, III.

Gentlemen: I'm interested in the greatest appliance franchise for 1951 t Send me P.D.Q. the complete story.

Name______Address_____

City_____ Jone___ Plate___







Lightweight universal mater for partiable devices requiring a selfventilisted, high speed mater.



Campastly designed turbine provides dependable operation for consists type vocuum cleaner. Thorough dependability
— assuring many years
of good service — is
an advantage of
Lamb Electric Motor
driven appliances which
today, more than ever,
appeals to purchasers.

This feature, assuring customer satisfaction, is one of the reasons why leading dealers the country over prefer to handle appliances equipped with Lamb Electric Motors.

THE LAMB ELECTRIC COMPANY, KENT, OHIO

Lamb Electric

SPECIAL APPLICATION MOTORS

Eleven Ways to Increase Christmas Sales

-CONTINUED FROM PAGE 59-

lasting, expensive gift to friends or relatives, may visit the store, purchase any refrigerator or range miniature desired, for example, paying an arbitrary price, which will cover most of the appliances in the store. The recipient, then, is sent the miniature refrigerator, which features an enclosed certificate inviting her to visit the store, and "trade it in" for a real box. The result has been a lot of genuine pleasure on the part of the gift-giver, tremendous appreciation from the recipient, and a lot of wordof-mouth endorsement of the stunt, which has traveled far in the Denver area. Wilson has had to replenish his stock of miniature plastic appliances several times each holiday season since the stunt began, and the popularity of the idea has increased each successive holiday season.

Photos of Appliance Gift Families

Photographs of happy housewives, exclaiming joyously over a new holiday-gift appliance, are reproduced in the Christmas newspaper advertising of Englewood Hardware Co., large appliance dealership in a South Denver suburb. Each photograph is the result of careful planning, and shows a popular housewife known to many members of the community, who has actually received the appliance shown in the photograph. In order to build up a "picture-file" of this nature, it was necessary to carefully select particular families in the area who had actually purchased an appliance, and permission had to be received to send a photographer around to snap the happy event. With a dozen such photographs, however, Englewood Hardware can present definitely different holiday advertising and the beaming smiles of the family members shown in the picture, clustered around a new refrigerator, a range, washing machine, etc., suggest the same idea to other readers. "We find that this form of advertising attracts more husbands than any other stunt we can offer," it was pointed out. "One of the most potent factors, of course, is the fact that photographs and news of this type stimulate the keep-up-with-the-Joneses aspect. Local residents who see that Mrs. Blank has eceived a new eight cu. ft. refrigerator, for example, are immediately envious, and somewhere, we may be sure, the idea of a similar gift is transmitted to the head of the house," Englewood Hardware likewise devotes two huge display windows to "20 electrical gift suggestions" which include small appliances, such as fans, toasters, steam irons, clock-type radios, waffle irons, coffeemakers, etc., and a photograph of this gift selection chosen as the "20 best gifts for 1950" is incorporated in the newspaper program.

Bell's Pushes Washers for Gifts

Specialization in two types of major appliances which have little Christmas competition has annually paid rich returns for Bell's G-E dealership at East Evans and Downing, in Denver.

Each year, D. A. Bell, head of the firm, launches a separately organized merchandising promotion on automatic dishwashers and automatic clothes washers, both items which are less heavily featured by department stores, other appliance dealerships, etc., during the Christmas season. With an unusually well-organized service department, the Bell concern has a long list of "known prospects" for both machines, and this is followed up by direct-mail, telephone calls, some personal calls, and newspaper advertising. From November 1 until Christmas, each weekly neighborhood newspaper carries a quarter-page ad, built around either the automatic washer or the automatic dishwasher. The emphasis in promotion is on the fact that each machine is a "Gift which keeps on giving" every day in the year. At the ame time, the company utilizes stuffers which are addressed to the head of the house, as effective, continuously attention-attracting direct mail. Printed in red and green inks, the stuffers carry the Christmas message extremely early in the season. Many telephone responses are the result, whereupon Bell's offers to deliver the appliance as a surprise, "holiday wrapped" and stresses its nine-man service department, which guarantees quick installation of the new appliance, immediately after Christmas, if it is delivered on Christmas Eve as a surprise gift.

Get Groups to Chip-In For Gifts

An excellent market which many retailers have left unexploited in making up Christmas merchandising plans is the "chip-in" gift purchaser-the group of employes, the family, or members of any group who may pool their funds to buy a single expensive gift. Store operators who have devoted a little extra time to research into this market have found that it is easily possible to sell expensive, hard-to-remove items when the idea of chipping in is correctly presented. Gifts for the boss, the head of the family, etc. may readily be sold in the three-figure bracket, providing the suggestion is carried to the potential purchasers at the right time.

One appliance dealer has used this plan for selling refrigerators, home (Continued on page 90)



"NO . . . IT'S NOT READY YET . . . WHAT DID YOU DO WHEN YOU DIDN'T HAVE A SET?"



DELUXE ROASTER-OVEN

Cat. No. 950 UT365

DeLuxe Roaster-Oven with ovenproof glass dish set. Exclusive Turn-A-Knob finger tip cover control. Self-basting, polished aluminum cover. 18 quart capacity. Shipping weight 43 lbs.

Suggested retail price.....\$42.95

"Hard to get" items are doubly valuable for



EVERHOT AUTOMATIC ELECTRIC BLANKETS

with exclusive Comfortrol

Only Everhot has this big selling point: Comfortrol. Holds blanket at exact warmth regardless of room temperature changes. New Therm-O-Loom textile. Each blanket in colorful, traffic-stopping display. Available in Desert Rose, Jupiter Blue, Berkshire Green.

Confortrol.

Confortrol.

Suggested retail price...\$42.95

Cat. 922 — 72" x 86" Dual Comfortrol regulates each half of blanket.

blanket. Suggested retail price...\$49.95 Cat. 923—66" x 86". Twin size blanket. Single Comfortrol.

Suggested retail price...\$39.95

Make your store gift headquarters

There's profit-good solid profitin the wonderful "gift market" weeks ahead.

Fast-selling Everhot electric housewares are always in demand as gifts . . . always quick, profitable movers. Customers like Everhot quality-and prices. You'll like Everhot items because they move right outstay sold-give customer satisfaction. Each unit packed in individual shipping carton. Wire or



DELUXE AUTOMATIC ROASTERETTE

Cat. No. 930

Extra cooking unit every kitchen needs. Used as small roaster, baker, casserole, soup pot, preserving kettle. Automatic thermostat and heat regulator. Cord and cookbook included. 5qt. inset pan. Shipping weight 9 lbs.

Suggested retail price.....\$19.95



AC/DC ROASTERETTE Cat. No. 858

An appliance with a thousand uses. Serves as roaster, casserole, cooker. Two heats: 350 watts and 120 watts. Fiberglas insulation keeps food hot for hours. Capacity 3 quarts or 6 pound roast. Shipping weight 7 lbs.







Pretty Smart of You to Offer It to Her!

Ranges equipped with TK Monotubes sell faster. That's because the TK Monotube is the most easily cleaned unit ever made. Housewives "go for" this easy-to-demonstrate

advantage. Just lift the coil... remove triangular support... wipe the drip pan and you're already halfway to a sale! Women quickly visualize hours saved in the kitchen, promptly sell themselves on your range.



Easier to Clean All the Way.

Monotube equipped ranges have no exposed wiring to accumulate dirt and grease. Lead

wires and terminals are concealed and protected by a special sealed sleeve. Wiring is out of sight, out of mind... a feature women like. There's no need for the housewife ever to see the wiring or the terminal connections.

Fast, Simple Operation

All heats from "high" to "warm" are in the same

single coil. There are no special switch positions to remember, no "hot spots" or "cold spots". The homemaker has as much or as little heat as she wants—simply by turning the switch. And when she's in a hurry, she gets faster heat with the TK Monotube because its flat surface provides up to 32.8% more contact with cooking utensils. These and other advantages are the reasons why most manufacturers today equip their ranges with Monotubes—the units that appeal to pretty hands—the units that help you pile up pretty profits!

Pretty Slick—That TK Monopack Merchandising Package!

It's bringing new business into service departments everywhere! 12 units, an attractive



display, envelope stuffers—everything you need to put your crew to work on profitable remodernization business is in the one handy package. Ask your distributor for details. Or—write to us.

Want to know more?

This new catalog contains complete information on TK Monotube replacement units, explains how to install them in all ranges. Write for your free copy.





Eleven Ways to Increase Xmas Sales

CONTINUED FROM PAGE 88 -

freezers, automatic laundry equipment, and similar expensive appliances. He contacts by telephone the children of older prospects who were known to be interested in a new appliance, but did not buy during the year for one reason or another. Offering the idea of chipping in to sons and daughters or other relatives has worked like the proverbial charm, selling \$300 and \$400 appliances which prove to be an exciting gift for the old folks. The same idea logically applies in getting friends together to buy major appliances for a recently-wed couple.

Clubs, church groups, social organizations, too, make up ideal "chip in" purchases. Either personal calls by salesmen, or a bit of discreet telephone investigation will always reveal a person who may be in line for an expensive gift, and the right contacts will start the ball rolling for the cumulative purchase.

Names Sells Prior Customers

Selling the "add-on appliance" at Christmas time is the field which Herb Names, Inc., nationally recognized downtown Denver appliance dealership, has utilized year after year. Under the plan, a separate card file is maintained in the office, which lists every appliance sold through the year to Denver homeowners, with a special notation as to the logical add-on ap-pliance which may be suggested at Christmas time. For example, if the iomeowner has purchased an automatic washer, he is automatically considered in the market for a dryer or sit-down ironer, and "there's no time like Christmas for making the next sale" as Mr. Names puts it. Therefore, Names' big crew of outside salesmen concentrates on the "second sale" for six weeks before the holidays, in this case concentrating on the husband, with the suggestion that he surprise his wife with another appliance which will free her from still more druggery, as a pleasant gift. Naturally, the Names store goes through all the processes of Christmas decoration, plenty of newspaper advertising, etc., on its appliance lines, but it is the concentrated appeal of the second sale which annually shows the largest return per dollar expenditure when the Christmas books are closed.



YOU'LL LIKE THIS PLACE-IT'S

BOOST

your sales with the NEW ALLIANCE BOOSTER*

Tenna-Scope, like Tenna-Retor will be backed by national TV advertising that sells! No other booster will have equal acceptance!

For Tenna-Scope is superior in design for ease of operation and performance. One control for all channels! Automatic switch turns booster on with set. Superbly styled plastic control case blends with all furniture. Exceptional high-channel reception and uniformity of picture and sound! Price \$29.95.

2 perfect companions:

*TENNA-SCOPE



New Automatic Tenna-Roter—Model HIR—just set the pointer—antenna then turns to that point and stops. North—East—South—West. Direction indicator dial shows exact position at all times. May be marked for present or new channels. Guaranteed for one year. Uses special "Zip" feature, 4-conductor cable for fast installation. Advertised in all major IV areas.

Just set it-and forget it!

Alliance Me, portacturing Co.

-alliance-

"Actual size-614" x 536" x 5"

WASHERS ... ARE REALLY DIFFERENT

... EASIER TO SELL
... ASSURE GREATER PROFITS!

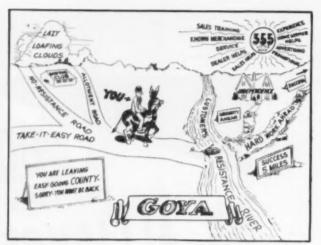


Strip off the name plates of various washers and examine their features. With only one exception you can hardly tell one washer from another . . . that exception is Voss.

Tangle-Proof Top Suds Washing • World's Only "Electro-Safe" Wringer • Corrugated, Double-Wall Insulated Tub • Automatic Timer • Ball Bearing, Sealed-in-Oil, "Time-Tested" Mechanism and many others, all designed for easier sales.

VOSS BROS. MFG. CO.
DAVENPORT, IOWA





THIS SKETCH is the hub around which 555's "GOYA" contest revolves. To dislodge the complacent salesman from his mule, the distributor tells him, "Get Off Your Ass!"

Year-Long "GOYA" Contest Sparks Dealer Sales

With free trips, good-natured kidding, 555, Inc., Little Rock, Ark., distributor, keeps sales enthusiasm at high pitch

OUT of the imagination of Roy E. Stueber, president of 555, Inc., distributors in Little Rock, Ark., came the idea for a promotion which has kept the firm's dealers and their salesmen on their toes ever since last January. He set up monthly goals worth shooting for. Free, all-expense vacation trips for two—to Havana for February's high man to the Kentucky Derby for March's winner, to the World Series for September's top salesman, etc.—would attract anyone's attention; and a Nash or Chevrolet deluxe sedan for a grand prize ought to clinch it.

But 555 wasn't taking any chances.

To maintain the enthusiasm inspired by the offer, Mr. Stueber came up with a theme to be highlighted at an initial sales meeting and carried out during the entire promotion. It took the "sit-and-wait" attitude of the sellers' market years which had been the target of many sales campaigns, worked it over, and came up with a unique variation.

One More River to Cross

As the accompanying sketch shows, before the salesman can get across the "Customer's Resistance River" in the small rowboat and go up the road to (Continued on page 96)



A DIE with a "5" on each side is the repository for several thousand "GOYA" sales report cards. At left is Frank Burke, advertising and sales promotion manager of 555, Inc., and at right is Roy E. Stueber, president of the firm.

WANT 20¢ MORE ON A DOLLAR?

Dollar for dollar, gas ranges produce 10 to 20% more gross profit than any other major appliances. That's a profit fact you can prove right from your own books. That's a profit fact of *extra* importance in today's market.

Any way you look at it—percentage-wise or dollar-wise, gas ranges produce the best return per \$1000 invested in any major appliance stocks. That's not all. Automatic gas ranges built to "CP" standards pay you as much as 30% more net return without adding a single penny to your handling costs.

Only automatic gas ranges built to "CP" standards provide a nationally recognized buying guide created by an industry to assure your customers of cooking perfection and the clean, cool, fast, care-free cooking features every woman wants.

Here's a double-barreled profit opportunity for you. Automatic gas ranges built to "CP" standards give you higher profits per unit sold, and the greatest public acceptance of any major appliance available today. Ask your gas range manufacturer to give you the facts on the Gas Range Profit Story.

"CP" is the top buying guide and the top profit builder in the major appliance field today and every day.

automatic Gas Ranges

can be obtained under these famous trade names...

AB
ACORN
BLUE-BONNET
CALORIC
CLARE
CROWN
DETROIT JEWEL
ESTATE
GAFFERS & SATTLER
GARLAND

GLENWOOD
GRAND
HARDWICK
INGLIS-TAPPAN
MAGIC CHEF
MAYTAG DUTCH OVEN
MOFFAT-ROPER
OCCIDENTAL
ODIN BEAUTYRANGE
O'KEEFE & MERRITT

ORIOLE
PERFECTION
ROPER
SPARK
TAPPAN
UNIVERSAL
WEDGEWOOD
WESTERN HOLLY



For all types of gases, in cities, towns and on farms.

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC. . 60 E. 42nd St., New York 1.7, N. Y.

Only G.E. gives you



PAGE 94

HOVEMBER, 1950-ELECTRICAL MERCHANDISING

Cack Daylin

■ G-E Black-Daylite Television is distinguished both in name and in performance. Its outstanding picture quality and electronic excellence stem from many G-E advancements in picture tubes, circuits, components, and speaker design, which are combined exclusively in G-E Black-Daylite Television. For the whole exciting story, call your G-E TV distributor or write General Electric Co., Receiver Division, Syracuse, New York.

BIG-AS-LIFE, REAL-AS-LIFE PICTURES!



Now, see television brought to life in all its exciting realism! Advanced G-E rectangular black tube shows all the television camera sees. Sharper, clearer, more lifelike than ever - with close-ups actually as big as life!

EASIEST TUNING WITH AUTOMATIC SOUND!

No problem to tune a G-E. With G-E Automatic Sound, you just tune the picture-the sound is right every time! You don't even retune sound when changing stations.



NO JITTERS IN THE FAMOUS I.C. CIRCUIT!



G. E.'s famous Inter-carrier circuit improves picture and sound quality even in fringe areas. There's new freedom from the howl and drift common in ordinary TV during tuning. You can even tune out most local picture interference without sound distortion.

You can put your confidence in_



TUBES AND CHASSIS MADE FOR EACH OTHER!

G-E electronic tubes of the most advanced types are used for long life and superb performance. Continuing research helps to make the tubes the finest any set can have.



MORE THAN TWICE AS POWERFUL!



G-E Dynapower speakers use Alnico 5, developed by G. E. and 21/2 times more powerful than any magnetic material previously used in a speaker. Product of sound engineering, G-E speakers offer superb tone!

ANTENNA BUILT RIGHT IN ... BUILT IN RIGHT!

The powerful, dependable G-E builtin antenna means that in most station areas you can plug in and immediately enjoy excellent reception without any outside antenna.



CABINETRY OF RARE BEAUTY!

Triumph of America's foremost designers and craftsmen, G-E cabinetry inspires lasting pride of possession. Enduringly beautiful designs in both traditional and modern styles are distinguished in workmanship, fittings and finish. Veneered exclusively in choicest genuine mahogany or blond woods. All General Electric cabinets reflect the most discriminating taste.



... Make a Difference



This all-rubber mixer cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

> Belden Manufacturing Co. 4663 W. Van Buren St. Chicago 44, Illinois

CORDITIS-FREE BEIDEN WIREMAKER FOR INDUSTRY



A LITTLE WORRIED ABOUT THIS CALL DO THEY HAVE A TELEVISION SET AT THE

"GOYA" Contest

CONTINUED FROM PAGE 92 -

"Success", he must first get off the mule. The key word became "GOYA", which stands for the contest's slogan-"Get Off Your Ass!"

At a big meeting in Little Rock last January, one of 555's men, posing as a retail salesman, rode down the center aisle of the auditorium on a little mule. The conductor of the meet-ing asked him, "Would a gigantic sales contest, with prizes totalling about \$10,000, induce you to 'get off your ass'?" "Yes, sir!" shouted the salesman, and got off his mule. Then the details were outlined, and the contest was off.

To keep the "GOYA" contest alive, the firm mails bulletins to all the contestants announcing each month's winner, details of the trip for the next month, and reproductions of letters from the previous months' winners telling how much they enjoyed their trips. All over Arkansas contestants are wearing large lapel buttons with "GOYA" and "555" in bright colors. Mailings carry "GOYA" stickers. In dealers' sales meeting rooms placards with the "GOYA" cartoon and the list of prizes are tacked up promi-nently. Every day "GOYA" jokes are being kicked around, and everybody is pleased with the results.



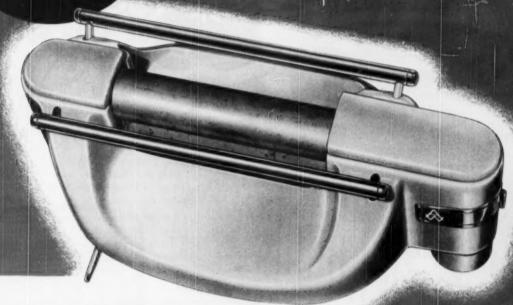
"JUST DON'T USE ANY SHAVING CREAM NEXT TIME AND SHE'LL WORK PERFECTLY!

THAT SELL WASHERS

Laundry Queen

has this

FULL-YIEW WRINGER



- Sensational sales feature—and only Laundry Queen has it!
- Complete, unobstructed view of rolls at all times!
- Fingertip start-stop-reverse control!
- Feather-touch double bar safety release—stops both rolls instantly.
- Big 2½ inch non-slip rolls—marbleized to show motion!
- Husky one-piece cast aluminum cover!

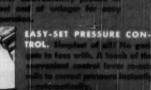
PLUS-THESE EXCLUSIVE FEATURES



DUO-DISC INVERTIBLE AGITATOR



TRIPLE GUARANTEE



FINGERTIP LIGHT SWITCH



Caundry Queen



WRITE, WHE OF PROFE—
NUTOMATIC WASHER COMPANY



With

Get set to demand



It's the children's edition of the famous "Victrola" 45 phonograph. Brightly decorated with funny Disney characters, it's the ideal children's Christmas gift promotion. Non-breakable 7-inch "45" records are perfect for kiddies.



Newest version of the favorite "Globe Trotter." Plays on battery or AC-DC current. Has built-in antenna, automatic volume control, "on-off" lid switch. Aluminum finish with brown plastic ends, simulated leather trim.



9X561.

Offers superb sound with large 8-inch speaker. Has "Golden Throat" tone system, built-in Magic Loop antenna with outside antenna connection, and phono plug-in. Choice of dark maroon or antique ivory finished plastic.



9X571.

Features 8-inch speaker the largest in any postwar RCA Victor table radio. Has "Golden Throat" acoustical system, plug-in phono jack for "Victrola" 45 attachment. In striped mahogany on maroon or blond mahogany on beige.

the board RCA VICTOR

meet heavy pre-Christmas with these sure sellers

Teamwork, all the way through, lies behind consumers' preference for RCA Victor quality. From the first precision part that's inserted on the production line . . . to that last ounce of hard-hitting RCA Victor advertising and promotion . . . you can be sure your RCA Victor line has what it takes to keep on being your top quality, top selling brand.

Heavy magazine, newspaper, radio and television advertising is driving home the RCA Victor sales message . . . and driving more Christmas shoppers your way. Make use of RCA Victor's countless "Demo" selling features to show customers what they want to see. You'll clinch many more profitable sales, sure!

There's a top-quality RCA Victor instrument for your every pre-Christmas prospect-whether he wants the best in radio, recorded music or television. Now's the time to start "pushing" RCA Victor. More sales of these high-quality items mean more satisfied customers who will keep coming back to build a year-in, year-out volume of handsome profits.



Powerful AM-FM radio and "45" recorded music in the roll-out unit. Has storage space for four hundred "45" records, or 60 albums. The 45W9 features richer, more lifelike Extended Tone Range.



It's "The Fairfield," 16-inch Million Proof television with phono jack to plug in "45" or other record changers. Has rich, fine "Golden Throat" tone system. Good looking cabinet adds real eye-appeal for "Demo" selling.

Use these RCA VICTOR features for DEMO selling!

Combination Roll-Out Unit

When the set is a combination. show customers how the pow-erful radio and the "45" record changer are combined in a single compact unit. They'll watch you roll it in and out . . ec how the unit saves space, increases enjoyment.



Distortion-Free Music

When the set has a "Victrola" 45 record changer, let customers listen to the distortion-free reproduction. Explain how the handy 7-inch discs are distortion-free over their entire playing surface.

"Golden Throat" Tone System

Tell them about the unbelievable tone brilliance the exclusive RCA Victor system produces . . . how it makes sound life-like by balancing all high-quality parts exactly. Let thern listen

Beautiful Cabinetry

Have shoppers run their hands over the fine finish. Point out the choice matched grain patterns and sturdy harmonizing trim. They'll go for the selection of finishes you offer them.



DON'T FORGET ...

To tell shoppers about the Extended Tone Range found in many "Victrola" combina-tions . . . bow it adds to the beauty of the "Golden Throat." When the set has television, show them the clear, steady pictures. Drop a reminder that RCA Victor television brings Million Proof satisfaction . . . proves in over a million homes.

ONLY REA VICTOR R

HAS THE "GOLDEN THROAT"

"Victrola"-T.M. Reg. U. S. Pat. Off.

DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE "VICTROLA"

RCA VICTOR-World Leader in Radio...First in Recorded Music...First in Television



MATIONAL ADVER-

TEN MILLION readers of SATURDAY EVENING POST, BETTER HOMES AND GARDENS, and FARM JOURNAL are learning the benefits of A-P DEPENDABLE Oil Controls and A-P AUTOMATIC COMFORT CONTROL on Oil Heaters. Identify your store with this great perconcition now.



Mount these A-P Banners on heaters, window or wall.

AUTOMATIC PRODUCTS COMPANY

2400 N. Thirty-Second St. Milwaukee 45, Wisconsin You, too, can prove that when oil heater customers know they can buy the very cheapest form of heating and have it controlled THERMOSTATI-CALLY, they buy the best model they can afford.

To you, this means a higher unit sale and profit, PLUS an additional profit from the A-P AUTOMATIC COMFORT CONTROL SETS. And you offer your customers the benefit of a heating-comfort deal they cannot match anywhere else — modern oil heating comfort, convenience and economy that means satisfaction for years to come.

Write us, or your distributor or manufacturer, for free banners, and complete details on A-P AUTOMATIC COMFORT CONTROL SETS.



STANDARD EQUIPMENT ON VAPORIZING OIL BURNING MEATERS, FURNACES, FLOOR FURNACES, WATER HEATERS

Cowboy Promotion Turns Slump into Sales

-CONTINUED FROM PAGE 66-

ing 25,000 of these brochures to the crowds attending the opening parade. Announcements of the promotion were made in the newspaper and over the radio. Ads were small in size, spaced throughout the period of the rodeo and were promoted in cooperation with firms represented in the booths. The store went western from top to bottom. Every window carried the western theme-corral with cowboy and calf, a lost stray, plus such accessories as hay, barbed wire fence, sand, rocks and old beer cans in authentic profusion. A figure of a large white bucking horse, for which Polly McQuiston, advertising manager, scoured the countryside, was erected on the roof the store and picked out with spotlights at night, to become the most conspicuous display in the entire Phoenix area during hours of darkness

Country Fair Inside

Inside, the country fair atmosphere predominated. Festoons of banners draped the aisles. Thirty booths, gaily though inexpensively adorned with bright colored paper, featured displays of different traffic appliances from the store's shelves. Factory demonstrators and salesmen were on hand to make the necessary "pitch" and to close the sales. Balloons were d'stributed to the youngsters, coffee and rolls, both electrically made, were served to adults. Souvenirs were available for tourists.

Ten prizes were awarded nightly. Care was taken, however, to scatter the crowds throughout the day. Cowboy music from the record department and strolling musicians kept things lively at all times, while special events were staggered throughout morning and evening hours—the times when the rodeo was not in progress. The time of prize presentations was not unduly featured; in fact, winners were not

required to be present. This meant, too, th't visitors throughout the day were careful to fill out their cards legibly with name and address, thus providing the desired addition to the mailing list of the store.

Small Appliance Sales Tripled

So welcome was this addition to the community celebration program that it was listed by many as a regularly featured event of the main rodeo. The focus of attention, however, was never allowed to stray very far from electrical appliances and their selling. Store traffic was twelve times normal and all visitors registered. A check of the names against the regular customer lists (a customary habit with the store) revealed that the majority of them were new and hence a genuine addition to the store's clientele. Their names are now on the mailing list for all future promotions.

It had been felt that neither Phoenix inhabitants nor their vis.tors would have sufficient time to consider the purchase of major items during this period, and hence all emphasis was placed on small appliances, which also lent themselves best to booth demonstration. A very large number of these were sold on the spot, sufficient to more than triple the normal sales record for the period. In addition many a prospect wrote himself down for later follow-up, not only for the appliances featured but for major items as well.

Total results of the fair are not yet in, for its effect will be cumulative in the months to come as these newcomers become regular customers. In the weeks since the event ended, its effect has been felt in a continuing increase in the sales volume of electrical housewares. And rodeo time, formerly a period of low sales, was turned into a sales roundup for the store. End



Feature the Leader!



So Outstanding, Revere Leads the Field

The professional quality and superior features of the new Revere Tape Recorder have made it the sensational leader in the entire recording field. No wonder dealers everywhere are reporting phenomenal sales of this remarkable equipment. Get behind this potent leadership for an extra share of Christmas profits!

Professional in Appearance and Performance

Revere's high-fidelity sound . . . easy, trouble-free operation . . . low price and economical upkeep . . . make it the outstanding value from any customer's viewpoint. Add to this such important features as a full hour of listening time on each reel . . . erase-

REVERE RECORDER-RADIO COMBINATION

Tape recorder plus a glorious toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit, built-in antenna.

Model TR-200 \$19950 complete



able, re-usable tape . . . simplified controls . . . powerful, constant-speed motor . . . fast rewind and forward speeds . . . quick starting and stopping . . . time and footage indicator . . . plus a compact unit of handsome design and lightweight portability—and, Mr. Dealer, you've got terrific sales appeal!

Ideal Gift for Everyone

Every day, more and more people are discovering the many advantages of owning a Revere Tape Recorder . . . the fun it is to record children's voices and home talent . . . to add music and commentary to home movies . . . capture radio programs for future enjoyment. Schools, churches, and clubs find tape recorders invaluable for educational and recreational purposes. Business and professional people, musicians, and students—everyone will welcome the gift of a Revere Tape Recorder.

This wide-open market, combined with overwhelming preference, makes Revere Magnetic Tape Recorders the hottest new profit-builders you can carry. Write for complete information.

REVERE CAMERA COMPANY . CHICAGO 16

Moraubes..



for Clearer Pictures and Greater Distance Reception

Model 9121-B. Rich Mahagany Styling—16" TV, FM-AM Radio, 3-Speed Phono.

better pictures..

Proved over and over again!
Stewart-Warner Dyna-Power with
MORE TUBES gives you More Power,
Clearer Pictures, Greater Distance
Reception! Television that gives
your customers more... gives you
more! See your Stewart-Warner
distributor, today!





CHANNEL-EYE TUNING

Amazing lighted eye flashes call letters UP TO MEET YOUR EYE! No stooping no squatting to dia!!

DYNA-POWER CHASSIS

Only Stewart-Warner has it! MORE TUBES, MORE POWER for the world's finest picture!



MIRACLE TURRET TUNER

STEWART WARNER

STEWART-WARNER ELECTRIC - Division of Stewart-Warner Corp. - 1826 Diversey Parkway - Chicago 14, ill.

See your Stewart-Warner Distributor Today!

THE appliance-radio-TV industry may one day regard 1950 as the Year of Controls (or Allo-cations or Restrictions), but, on the basis of eight-month production figures now available, there is ton ngures now available, there is apparently a much better chance that it will be remembered as the Year of the Big Boom.

Clues to the magnitude of the "boom" shape up like this:

—eight-month totals for every

line were well ahead of the same period last year and many were ahead of 12-month totals for 1949.

-August production of every line was up over July figures and three products (television, freezers dryers) reached all-time monthly highs.

—at some time during the first eight months of 1950, monthly pro-duction of refrigerators, ranges, freezers, dryers, and television had passed all-time records.

-on the basis of eight-month figures, 1950 should be the best year in the history of the refrigerator, range, dryer, freezer and tele-vision industries.

How It Got That Way. Production in most lines has been heavy since the first of the year, thanks to the impetus furnished by last fall's continuing sales boom. First quarter figures in almost every line were above those for 1949 and, by the end of June, six month totals in some lines had set all-time records. Then came Korea. Freezer production shot to an alltime high in July, then climbed upward again in August. Most other lines, which had fallen off slightly in July, shot suddenly upward in August.

As October drew on and consumer buying slackened slightly, manufacturers continued to turn out goods to fill the distribution pipe-lines which had been left almost empty by summer's sustained demand. With the end of the year in sight, most of the industry could look forward to 12 month totals far beyond 1949's; and many lines would set all-time records. Refrigeration Marks,

marked the sixth consecutive month refrigerator manufacturers turned out over 500,000 units. The August total of 518,359 was considerably behind the March record of 586,000 units but was more than 11,000 better than July's output. Eight month totals passed the four million mark, far beyond the 12 month total of 3,852,420 last year. Percentage-wise, the eight month totals were 48 percent ahead of 1949 and August was 64 percent beyond the same month last year.

Appliance-Radio-Video Industry Booms As Eight Month Figures Set Records

Three products set all-time marks during August; eight month totals better 12 month figures for 1949

Refrigeration's little brother, the home freezer, bettered its just-established all-time mark in August when production reached 76,753 units, 54 units more than in July. Eight month production was almost double that of 1949, the 408,-808 total being 91 percent better than 1949's mark. August produc-tion was a whopping 117 percent better than last year. eight month figures were an al-most unbelievable 95,000 units units ahead of 1949's 12 month totals.

Ranges Up. Range production in August rose slightly over July figures to a total of 132,243 units. It marked the seventh consecutive

month that the industry had turned ont over 100,000 units and it boosted eight month totals over the one million mark. That was ahead of any eight-month period in the industry's history, ahead even of nine-month figures in 1948 when the industry set its all-time record. The August production was almost exactly double that of the same month in 1949 and the eight month totals were 77 percent ahead of last year.

Vacuum cleaner manufacturers turned out 341,232 units in August, the second best monthly total this year and the second best since March 1948. Eight-month totals

climbed past the two million mark. ahead of both 1949 and 1948 and only slightly behind 1947, the in-dustry's best year. The August production represented a sharp increase over preceding months, when output had stayed well below the 300,000 level.

Cleaning Up. Washer output climber 100,00 units in August to reach the 380,000 level, the second best month since September, 1948. Eight-month totals of 2,668,987 units were 47 percent ahead of last year and the August output was 18 percent ahead of August, 1949.

Ironer production also rose sharply in August to reach 42,700 units, the best month of the year and the best single month since May of 1948. The eight month totals were considerably below the record levels of 1947 and 1948 but were 27 percent ahead of 1949.

Although dryer statistics for previous years are incomplete, it apvious years are incomplete, it appeared that August production had set an all-time high. Manufacturers turned out 32,318 units, by far the best mark of the year, 484 percent ahead of available 1949 monthly figures. Eight month totals were

295 percent over 1949.

TV Records. Estimated industry output of TV receivers reached a new high of 702,287 units in August This boosted the eight month totals over the four million level, more than a million better than 12 months last year.

Radio set production went over the million mark again, reaching 1,203,447 units in August; eight month totals were 8,750,965

Crusader for Freedom



GENERAL LUCIUS CLAY congratulates Alex Lewyt, president of Lewyt Corp. on his participation on We The People's "Crusade for Freedom" broadcast on NBC radio and TV networks. In a broadcast beamed to Iron Curtain countries, Lewyt told the story of his own firm to disprove Russian assertion that America is a land of apportunity for only a chosen few

FCC Authorizes Color

As far as the FCC is concerned, color television will get under way on November 20. The Commission last month gave CBS permission to begin color on that date after the majority of set makers had the majority of set makers had turned down an alternate pro-posal to incorporate "bracket standards" (provision for receiv-ing both CBS' 405 line and the present 525 line pictures) in future sets. For details, see page 120.



How the 'Yellow Pages' are building sales for Appliance Dealers

Statements like these prove that your advertising in the 'yellow pages' of the telephone directory can reach a lot of people who are ready to buy.

It is an established fact that 9 out of 10 shoppers depend on the 'yellow pages' for where-to-buy-it information. That is why so many electrical appliance dealers use the

'yellow pages' to increase sales.

Your advertising in the 'yellow pages' is at the finger tips of prospects in your own town...it reaches newcomers and visitors in town as well.

Are you advertising under all the classifications where prospects are likely to look for the brands, products and services you offer?

FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.



Scheduled Meetings NAT'L ELECTRICAL MFRS. ASSN.

Chalfonte-Haddon Hall Atlantic City, N. J. November 13-16

APPLIANCE PARTS JOBBERS
ASSN.

Executive Board Meeting Detroit-Leland Hotel, Detroit November 16-18

WEST COAST REFRIGERATION— AIR CONDITIONING EXHIBIT— CONFERENCE

Long Beach, Calif. November 17-19

> ELECTRICAL & HOME APPLIANCE SHOW

Bureau of Home Appliances Balboa Park, San Diego November 24-29

Gibson Field Force Holds Conference

Introduction of new models and announcement of plans for the largest advertising campaign in the firm's history highlighted a three-day meeting of division sales managers of Gibson Refrigerator Co., held recently in Greenville, Mich.

The first day of the conference was devoted to a preview presentation of new refrigerator, range and freezer lines under the supervision of Greg Rees, manager of sales for the firm.

Advertising and sales promotion manager Gregory V. Drumm told the division managers that the new Gibson ad campaign was aimed at the development of Gibson retailers throughout the country and that all major media would be used during the campaign.

The three day conference also furnished the setting for the final awards in the firm's "spotlight special" sales contest run during the summer. Division managers E. D. Jacobs and E. F. Edsall received Chevrolet cars for top activity in the contest while A. Hahn of Graybar, Los Angeles, G. Curry of Electrical Distributing Co., Portland, Ore., and V. Grosjean of Gerlinger Equipment Co., Toledo, Ohio, won cars for being top distributor salesmen during the competition.

Among company officials attending the conference were C. J. Gibson, president, and C. J. Gibson, Jr., vicepresident and A. M. Gibson, executive assistant.

General sales manager J. L. Johnson cited increased taxes, limited income of men in service and credit limitations as factors making necessary a sound selling program.

Sales manager Rees told the distributors that one of their important activities during the coming year will be the development of Gibson's retail outlets.

(See pictures on page 112)

Third Vergal Bourland Store Opened Recently in Fort Worth

The third Vergal Bourland appliance store to be opened in Fort Worth, Tex., within five years began operations recently. The new store has more than 3,000 sq. it. of display space.

The Complete New 1951 Line of FLORENCE Electric Ranges

Meets Every Customer's Needs

THEY'RE NEW-excitingly new-they're the 1951 line of Florence Electric Ranges! Each one is more than outstanding in its "last word" modern design...its newer-than-tomorrow styling that combines work-saving efficiency with kitchen beauty!

They have the new Duplex Convertible deep-well Budget Cookers...accessories most wanted for cooking ease...the Florence name your customers know. There's one of these 1951 Florence Electric Ranges for every kitchen...for every customer's pocketbook.



For Leadership

in Research, Engineering, Design and Manufacture of Television...

This important award has been conferred on Admiral for leadership in research, engineering, design and manufacture. It confirms a long known fact ... that Admiral TV is engineered to outperform any set, anywhere, any time . . . that Admiral gives you the clearest picture in television. See for yourself, today!



"Admiral TV



Now, Admiral . . . world's largest in TV combinations . . . hands you the key to high-volume big-ticket sales . . . a new 19" tube combination with glare-free, movie-clear pictures that are CLEAR CLOSE UP because of the revolutionary new Admiral "Filteray" tube. Opens up even the smallest home or apartment as a GIANT PICTURE TV prospect. Included in the one low price are Admiral's super-powered TV chassis; built-in directional Roto-Scope antenna; famous Triple Play Phonograph; long distance FM-AM Dynamagic Radio; and a superb modern cabinet that is a furniture maker's masterpiece.

ON TV

"Step the Music," ABC, Thur., 8 PM, EST.
"Lights Out," NBC, Mon., 9 PM, EST.

Ask your distributor about "Smart Set,"
Admiral's beautiful new magazine for the home. You'll find it a wonderful builder of good will and sales.



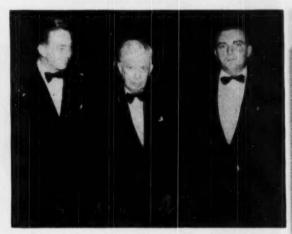
MEMBERS of the Vacuum Cleaners Mfrs. Assn. gathered at Hot Springs, Va., late in September for their annual fall meeting. Grouped together above are W. E. Slabaugh, Westinghouse, George H. Scott, Scott & Fetzer and VCMA president, Richard J. Simmons, Birtman Electric, and John A. Kemper of Scott & Fetzer.



JOKE before dinner is enjoyed by Theodore C. Butz and Edward F. Mulhem, both of Birtman Electric Co., and Philip Geier of Royal. Manufacturers were told that 1950 production totals would surpass all but the industry's all time high year of 1947.



REWARDED for his efforts in defeating an attempt by railroads to charge higher freight rates on cleaners, R. F. Miller of the Hoover Co. is presented a certificate of ownership for a radio-television set. Behind the table are George H. Scott, Walter Dietz of Electrolux and C. G. Frantz of Apex Electrical Mfg. Co.



THE HOUSE of Hoover was well represented at the VCMA fall meeting. With H. W. Hoover, son of the founder of the firm and for many years its president, are his nephew Joseph Hoover (right), manager of dealer relations for the company, and his son James.

Vacuum Cleaner Manufacturers Gather at Hot Springs, Va.



VISITING outside the hotel during a convention lull are J. J. Downs, left, of Clements Mfg. Co., and R. E. Dobson of Westinghouse.



ASSOCIATION vice-president Walter Dietz, right, finds himself seated next to Joseph H. Nuffer, president of the Airway Corp.



INFORMAL outdoor function gives Lannon F. Mead and R. C. Dutt of the Regina Corp. a chance to compare notes. Mead is president of firm.



No Flicker, More Brilliance Seen For TV Sets Using Memory Tube

Farnsworth tells San Francisco group of new tube which stores a complete picture; scan lines are eliminated

A revolutionary television picture tube which will eliminate in-terline flicker and increase picture brilliance more than 5,000 times was disclosed by Philo T. Farnsworth. vice president and director of research of Capehart-Farnsworth Corp., Fort Wayne, Ind., in a talk before the Electric Club of San

Francisco on September 18.

Called the "memory tube", the new development has the ability to store a complete picture and then release it to the viewing screen 30 times a second, rather than the present method of continuous scanning of the viewing screen by a pin

point of light.

Advantages of the new tube, said Farnsworth, are: 1) elimination of "scan lines" which are the basic cause of eyestrain; 2) increase in brilliance sufficient to permit thea-tre projection; 3) elimination of distortion on the face of the viewing screen; 4) more clarity for color pictures. The "memory tube" will make its technical debut within a few months, probably through a paper which Farnsworth will present at a meeting of the Institute of Radio Engineers. While it is Farnsworth's invention, and devel-oped by the Capehart-Farnsworth oped by the Capehart-Farnsworth laboratories, it will be made avail-able under license to all picture tube manufacturers. However, Farnsworth said that it was un-likely that it would be available for full production "for at least two

No Obsolescence. In an exclusive interview, Mr. Farnsworth told ELECTRICAL MERCHANDISING that the availability and use of the "memory tube" would not obsolete present television receivers. As the "mem ory" is completely within the pic 'memture tube, there is no effect on the transmission or reception by present types of stations and receivers. Also, with little more trouble than a tube change, present receivers can be adapted to use the new system. When used in the production of new receivers, the tube will mean a reduction in the cost of manufacture because a less powerful circuit

Clarifying other statements from his speech, Mr. Farnsworth told

ELECTRICAL MERCHANDISING that the greatest use of the "memory tube" would be in projection. By its ability to increase image brilliance more than 5,000 times, the tube will make possible projection systems with a

180-degree horizontal and 90-degree vertical viewing area.

Appropriately, Farnsworth made this initial announcement of his in-vention during a visit to the city where 24 years before he an-nounced the development of the first practical electronic television system when his laboratory was on Telegraph Hill. Guest of the Electhe value of the newly opened microwave relay between Los Angeles and San Francisco, Farns-



PHILO T. FARHSWORTH

worth related the difficulties he experienced more than 20 years before in getting the telephone company to provide him with a 1-mile line over which he relayed his postagestamp size images.

Cooking Contest Winners To Get G-E Ranges, Cash

One hundred General Electric ranges will be installed in the Waldorf-Astoria hotel in mid-December for the final "bake-off" in Pillsbury Mills' national recipe and baking contest

G-E's participation in the contest will extend from manufacturer through dealer levels. The 100 finalists in the contest will receive the range used by them during the competition as well as 100 G-E mixers and other cash and merchandise prizes. The cash awards total \$54,000, and by registering for the contest with their local G-E retailer, finalists become eligible for a series of "bonus" prizes offered by General Electric. clude an all-electric kitchen, all-electric laundry, a home freezer and six port-

At the dealer level G-E has laid plans for a complete merchandising program, with grocers and G-E re tailers combining forces. Ranges will be displayed in super markets and dealers have been urged to plan store promotions to tie in with the contest. A complete promotion package has been prepared by the company for use by retailers. A "Junior Baker" contest for girls

from 12 to 20 has been added to this year's program. Top prize for the year's program. Top prize for the junior baker is \$5,000, plus the range, mixer and other merchandise.

W. C. Cannon Elected Head Of Canadian Manufacturers

W. Carl Cannon was elected president of the Canadian Electrical Mfrs. dent of the Canadian Electrical AITS. Assn. during the group's sixth annual meeting at Niagara Falls in late September. He is president and gen-eral manager of Frigidaire products of Canada, Ltd.

RINS-SAVER

SAVES UP TO 56 GALLONS OF WATER EVERY WASHDAY—and only the Bendix Economat Washer has it!

With the new exclusive Rins-Saver the second rinse can be skipped automatically. It's the most convincing water conserving story ever told by any washer. The biggest feature story of the year—and it makes the Bendix Economat practically irresistible to any woman who has a water problem—and who wants automatic washing.

Greatest automatic washer selling feature since the 1st Bendix!

Here's absolute convenience—absolute automaticity—in an agitator automatic washer that now uses less water than any other washer of its type per load of clothes and it needs no bolting down.

It's economical—it's convenient it's a clincher on the floor!

You remember how the Economat made automatic washer history. And now, with this new sensational feature, it's on the history-making road again. The new Bendix Economat—featuring the startling Rins-Saver—is just another reason why Bendix dealers always sit "On top of the world".



Suggested retail price

\$21995

Includes normal installation

BENDIX DIALAMATIC PROVIDES WORKLESS WASHING AT A PRICE ANY FAMILY CAN AFFORD!

Baby of the Bendix family—yet the Dialamatic has proved its right to a place in the washer sales sun. Can't be touched on price. Equipped with castors, it can be used anywhere. Display the Bendix Dialamatic—and watch your sales curve mount!

THE BIGGEST,
most complete
automatic home
LAUNDRY LINE-UP
IN THE WORLD!

BENDIX
automatic
Washers
DRYERS IRONERS



Suggested retail price

\$17995

Includes normal installation

BENDIX HOME APPLIANCES, INC. . SOUTH BEND 24, INDIANA



WHAT YOU
THINK ABOUT THIS
WOMAN'S DAY
READER

and here's how

DISTRIBUTORS' SALESMEN

can eash in too!

Here's the easiest \$100 a distributor salesman ever made! We'll pay cash on the barrelhead to the salesman who the winning dealer says first mentioned the contest to him. What could be simpler! And remember—the more dealers you get to enter the contest, the better your chances of winning. So get busy, now—and spread the word.

SHE READS APPLIANCE ADS LIKE
THIS IN WOMAN'S DAY



She not only reads them—believes them—but she buys from them. Check the imposing list below and see all the other leading appliance manufacturers that appear regularly in WOMAN'S DAY.

MAGIC CHEF · SPEED QUEEN

BENDIX · CALORIC · TAPPAN

and many others

ACT NOW · · · DON'T DELAY · · ·

Giant Contest for ALL DEALERS!

WIN \$500.00 Just write a letter

Be among the first thousand...get cash and national publicity

FIRST PRIZE \$500.00

SECOND PRIZE \$200.00

THIRD PRIZE \$100.00

Plus Ten \$20 Prizes

And don't forget all the national publicity you'll get! Right after the contest closes, winning letters will be featured in a big trade ad, published in "ELECTRICAL MERCHANDISING," along with pictures of the winning dealer, his store, the winning distributor salesman and other interesting tie-ins. If you win, everyone in the whole industry will know you, and remember... this is a real opportunity to gain recognition with manufacturers you'd like to do business with in the future. It's a million dollars worth of publicity—for free.



- Get this coupon in today



HERE ARE THE SIMPLE RULES

- Write a brief factual letter telling of a specific sales experience you've had with a Woman's Day reader-customer.
- Your letter should then explain the reasons why you think Woman's Day readers are excellent prospects for your appliance sales. Never mind literary style—It's facts we want.
- 3. Letters should not be less than 50 words nor more than 300.
- 4. Include a signed statement saying, "I authorize Woman's Day to publish my letter in ads and booklets." If you have photographs of you and your store, send them along. They are not required, but we welcome them.
- Get your entry in the mail not later than MIDNIGHT, December 31, 1950.
 Send it to—Appliance Editor, Woman's Day, 19 W. 44th St., New York 18,
 N. Y. All entries become the property of Woman's Day and no entries will be returned.
- Winners will be announced January 30, 1951. Judges' decisions will be final. In case of ties, duplicate prizes will be awarded.

ENTER NOW! DON'T MISS OUT! MAIL THIS COUPON TODAY-NOW!

Appliance Editor, 19 W. 44th Street	Woman's Day New York 18, N. Y.
Here is my entr	y in your \$1000 contest for appliance dealers.
NAME	
ADDRESS	
ату	STATE
Please send me fe	ree display cards with mounted advertisements of
Magic Chef □, Ber	ndix 🗀, General Electric 🗀, Tappan 🗀, Caloric 🗀
a 10 - m 1	was in my store. Check once desired

WOMEN WILL WANT

Car-ree-vae*



IT'S NEW-IT'S UNIQUE-T'S COMPLETE-

A PLACE FOR EVERYTHING-EVERYTHING IN PLACE

WITH

Car-ree-vac!





BACK

FRONT

THE FIRST, FINEST AND MOST COMPLETE VACUUM CLEANER CARRIER!

EVERY OWNER AND PURCHASER OF A TANK TYPE CLEANER IS A PROSPECT

It's NEW—COMPLETE—UNIQUE and AVAILABLE to you for your Christmas promotion . . . ring up new sales for yourself . . . with no lost profits through service or repairs . . . cash in on fast moving, salable Car-ree-vac.

Just what the housewife ordered—Car-ree-vac turns a household task into a pleasure! Lightweight, easily stored (in less space than upright cleaners), mobile, all attachments in place at hand level, no more stooping or bending. Women have wanted an item like Car-ree-vac for years. "Will you have it available for her for Christmas?"

Sell Car-ree-vac separately or as a combination unit with your tank type vacuum cleaner. Makes an attractive display.

*ALSO AVAILABLE UNDER FOLLOWING BRAND NAMES

ROLL-A-VAC KART-A-VAC

OVER 40,000 OWNERS . . . ALL HAPPY

CAR-REE-ALL PRODUCTS, INC. 492 SEXTON BUILDING . MINNEAPOLIS, MINN.

Gibson Division Managers Meet



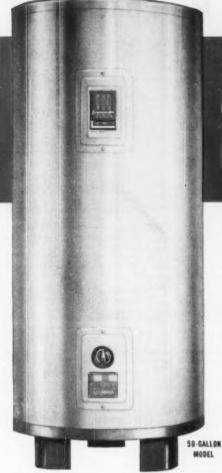
CLIMAX of recent meeting of Gibson Refrigerator Co. division sales managers was distribution of cow bells (note slogan on poster) by Gene Miller of the firm's advertising and sales promotion staff, G. V. Drumm, manager of advertising and sales promotion and Robert Mason, Gibson sales consultant. (See story on page 104.)



AWARDS for winning this summer's "spotlight special" sales contest went to division managers E. D. Jacobs and E. F. Edsall. Presenting the keys for two new cars is J. L. Johnson, general sales manager.



SAMPLE DEALER meeting was staged for division managers attending Greenville, Mich., conference. Gene Miller, above, outlines the sales helps available to Gibson dealers,



Check these Quality Features!



COMPLETE LINE. There's a complete range of sizes to suit every cus-tomer need. The Commander comes in 30, 40, 50, 67, and 82-gallon round models; also in 30 and 40-gallon table-top models.



NEW "LIFE-RELT" FLEMENT The famous wide-area heating principle has been adapted to the new Com-mander. Operates at gentle "black heat"—prevents liming even in hardest water.



"IONODIC" * SYSTEM. Optional at small added cost. Helps prevent cor rosion. Here's internal tank protec tion that guards you against loss of valuable customer good will.



TEMPERATURE CONTROL. Gives finger-tip regulation of water temperature between 120° and 170° F. Set "Low," it gives maximum economy; set "High," it stretches hot water supply for extra-heavy de-



FIBERGLAS INSULATION. More efficient heat-saving insulation that keeps heat in. Moisture-proof and vermin-proof. Outside surface of water heater stays cool - even when water is 170° inside!



BUILT-IN HEATTRAP. Keeps hot water from escaping into uninsulated piping system. Prevents heat loss. Saves fuel, saves money, wins cus-tomer satisfaction.



10-YEAR SERVICE WARRANTY. Covers the element as well as the tank. Builds customer confidence in the product . . . in your store . . . in you.



UL-APPROVED. Carries the reassuring, respected seal of Underwriters'

A Dealer Sensation in Just Two Months!

NEW TOASTMASTER Commander LINE GETS QUICK TRADE ACCEPTANCE BECAUSE

It's a QUALITY Line...at LOW COST ...in a market of RISING PRICES

Only 60 days ago, the new "Toastmaster" Commander line made its bow to the trade. Almost immediately, favorable dealer comment (and orders!) flooded in. Today, just two months later, the new Commander line is firmly established with dealers all over the country.

The reasons for its dealer appeal are plain. It's a low-cost line. It helps you sell many people who, in the face of today's rising prices, might ordinarily consider themselves priced out of the electric water heater market.

It's a quality line. It carries a name that's been a powerful sales force at the point of sale for years. Here's a brand that's second to none in the minds of the public. And it's available to you at a time when good merchandise is money in the bank.

The new "Toastmaster"* Commander line has many features available for the first time in electric water heaters that are really moderate in cost. A few are listed here. Check them now. Then, do as so many other dealers who are alert to a good opportunity have done-return the coupon for full details.

Built by the makers of the famous "Toastmaster" Toaster

OASTMASTER Automatic Electric Water Heater



MAIL THIS COUPON NOW!

McGrow Electric Company, Clark Division 6-110 5201 W. 65th St., Chicago 38, Illinois Please send me full details on the New "Toastmaster" Commander Water Heaters.

Name	
Business	
Address	

Stumped for a Sales Clincher?



with the RIGHT ANSWER to questions most prospects ask, sa

- Are the surface units economical to operate?
- Are they fast?
- Are they easy to clean?
- Do they keep kitchen heat down?
- How long will they last?
- √ Is maintenance expensive?

and PROOF to back you up

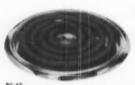
Free Chromalox literature gives you convincing, selling answers to prospects who ask about every detail of modern electric surface cooking. Make selling easier and faster by knowing all the Chromalox advantages and the why of Chromalox design.



It's easier to sell the best! Use this balletin to point out all of the modern sales-clinching surface-cooking advantages of Chromalos-equipped ranges.

And here's a comprehensive 24-page booklet that shows the way to more sales in the fast-growing electric range market.





Write for YOUR COPIES TODAY!

CHROMALOX Supreme

for everything a good cook expects EDWIN L. WIEGAND COMPANY 7525 Thomas Baulevard • Pittsburgh 8, Penno

Want Extra Profits?

CHIROMALOX

CHIROMALOX

HOT-WATER

WHIT FOR MITA STREET

News Briefs

Arvin Ad Plans. Arvin Industries, Inc., has announced the "biggest advertising program in Arvin history" on radio and television. Ninety-one ads are scheduled to appear during a 17 week period which began in mid-September. Twenty-two half and full pages in color are devoted to TV while 17 ads will plug radio.

Coleman Builds. Coleman Co., Inc., has announced the addition of two modern warehouses to its North Wichita, Kan., plant and an expansion of its Canadian facilities. A \$500,000 plant in Toronto is scheduled to begin operations about January 1.

Sales Report. "In spite of a backward summer season for the industry in general, sales of Vornado air circulators through jobbing and retail levels held up at a very satisfactory volume," O. A. Sutton, president of the O. A. Sutton Corp. told his firm's district sales managers and executives at a September meeting in Wichita.

Raise Prices. The Magnavox Co. in carly September announced price increases ranging from \$10 to \$31 on five TV models, three radiophonographs and one radio-TVphono combination.

Plant Expands. A building addition representing a 75 percent expansion has been announced by National Steel Construction Co. of Indiana, manufacturers of both gas and electric water heaters.

School Purchase Plan. Hotpoint, Inc., has announced a new educational sales plan that allows schools and colleges to buy complete kitchens and home laundries at half the recommended retail prices. Appliances will be replaced periodically at no cost.

Build Addition. NuTone, Inc., recently dedicated a 25,000 foot addition to its plant. The new addition will be used exclusively for the production of chime clocks and five models of ventilating fans.

Add Accessories. Cory Corp. is now including a patented safety stand and a plastic coffee measure with each deluxe automatic coffee brewer. The accessories have been added at no increase in retail price.

Canadian Tax. The Canadian government has imposed a 15 percent excise tax at the manufacturer level on a wide variety of appliances. (Ranges, washers and refrigerators are not included). Canadian trade circles see no drastic effect on sales volume but expect a small drop in the sale of "luxury" items.

Saturation Ads. Eighty-five newspapers in 45 cities are being used on a regular, large-space weekly schedule this fall by Stromberg-Carlson Co. The campaign is the heaviest saturation campaign ever scheduled by the firm.

Lamp Contests. Details of three contests being sponsored by Westinghouse's lamp division have been announced. Two of them are consumer contests, Awards of \$28,000 will go to persons who compose the best 25-word ending to "I like a brightly lighted home because . " A dealer display contest to publicize this promotion carries \$3,500 in prizes. The second consumer contest is for users of Westinghouse flashbulbs.

Heads Steel Firm. Frank S. Gibson, Jr., vice-president and secretarytreasurer of Gibson Refrigerator Co., has been elected president and chairman of the board of Newport Steel Corp.

(Continued on page 116)

Produce 30 Millionth Iron



PRESENT AND FORMER managers of General Electric's heating device and fan division congratulate W. H. Tangeman, center, manager of the company's Ontario, Colif., plant, on the production of the 30 millianth G-E iron. At left is R. E. Boian, manager of the division and at right is C. K. Rieger, now manager of the company's household refrigerator division.

MURRAY

brings you today's biggest KITCHEN PROFIT NEWS!



Ultra-modern cabinet sinks, matching wall and base cabinets. The big 66" kitchen cabinet sink above is the super deluxe model in the Murray line. In addition there's the deluxe 54" and standard 54"; the single drainboard 42". Cabinets to suit every need.



The Murray EA-74 (above) is one of the five electric ranges that complete this great, new line. There are three 40" ranges, as well as a 36" unit and compact 20" range for small homes and apartments. Oven, Deep Well and appliance outlet are automatically timed.



The Murray GA-44 (above) is the leader of the line of five outstanding gas ranges. All five feature seamless burner bowls and easy-to-clean "Waterfall" tops. Range sizes include three 40" ranges, and a 36" and 20" with double-seal oven doors.

NEURBAY

MATCHED STEEL KITCHENS built to last a lifetime! Beautiful, welded construction, silent action! The drawers on Murray cabinets glide on silent, strong brass runners. All cabinet doors are sound-insulated...have smooth rounded corners. No protruding handles on wall cabinets; doors swing back flat on small chromium-plated hinges. All wall cabinets have provision for fluorescent lighting! Base cabinets have Vinyl tops wear-proof, stain-resistant, crack-proof. Cabinets coated with hi-baked enamel; sinks are acid- and stain-resistant porcelain-enameled.

MURRAY

ELECTRIC RANGES feature welded construction, 7-heat surface units, giant ovens! Model EA-74 (above) features 6-quart Deep Well Cooker that can be lifted out, allowing heating unit to be raised and used as fourth surface unit. Included are fluorescent range lamp, automatic pre-heat oven thermostat, with bake, broil, and top unit pilot lamps. Smokeless broiler pan with grid, concealed oven vents, food-warming and storage drawers. 17" x 18" x 20" oven with clear-vue window!

MURRAY

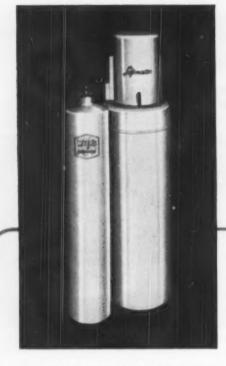
GAS RANGES with seamless burner bowls, "Waterfall" tops, extra-large ovens! The Murray GA-44 (above) features giant broiler with smokeless pan and grid that slides out as door is opened. Full control backguard contains 20-watt fluorescent lamp, electric clock with interval timer (three minutes to four hours!) Oven, 18" x 15" x 20", is fully porcelain-enameled with rounded, easily-cleaned corners and concealed drip tray.



Here's a representative of the distinctive 4-color Murray advertisements... which appear in 9 of the nation's leading consumer publications. It's one of the first ads of the continuing campaign that will sell the outstanding Murray Kitchens and Ranges to untold numbers of your potential customers.

MURRAY

THE MURRAY CORPORATION OF AMERICA Home Appliance Division SCRANTON, PENNSYLVANIA



Introducing the New Myers Softmaster

FULLY AUTOMATIC WATER SOFTENING

Install it and forget it!

You'll certainly want to know more about new Myers Softmasters. There may be a dealership open in your territory. READ THIS—then write, wire or phone at once for further information:

along with Softmaster's many exclusive features. Together, they'll turn your toughest prospects into ready buyers.

But Myers hasn't stopped with a stand-out product. Softmaster is backed to the hilt with hard-hitting promotion: Big color ads in the biggest national magazines...plus an all-out merchandising program that doesn't miss a bet...PLUS a free water testing service that's a powerful salesclincher in itself!

Keep this sensational new Myers Softmaster well displayed—then have your order book handy! For here at last is a water softener that is completely automatic in operation. No fussing with valves or levers. Electrical controls do the work just push the button. Adding salt 2 or 3 times a year is all that is required.

And what a sales point you've got in Softmaster savings! Laboratory tests prove soft water saves the average family up to \$125 yearly. So emphasize these proved savings

MYERS WATER SOFTENERS.

Available in Types and Sizes to Suit Every Purpose — Fit Every Purse!







MYERS

More Profit-Building Opportunities with Myers Quality Water Supply Equipment!

Remember—for dealership details write to:

THE F. E. MYERS & BRO. CO.

Dept. W-64, Ashland, Ohio



Myers
"Hydreswitch"
A low-cost, highquality softener
with many special
advantages. Easily regenerated by
manually operat-

Myers

A semi-automotic unit that has praved widely popular. Offers 44% greater capacity than any comparative water saftener.

More of the many fast-selling MYERS products



NEWS BRIEFS

- CONTINUED FROM PAGE 114-

Capehart Addition. Construction has begun on a \$250,000 addition to the Fort Wayne, Ind., plant of Capehart-Farnsworth Corp.

Price Policy. Webster-Chicago Corp. has advised distributors that all catalogs directed to the general public should carry full retail prices on the firm's products. The company pointed out that in the past dealers have lost sales because the general public took advantage of discounts offered to special groups.

Delay Phonevision. Zenith Radio Corp. has postponed the starting date of its Phonevision test until November 1 in an effort to get "enough good film to conduct the test properly".

Sylvania Raise. A "slight increase" in the price of incandescent and fluorescent tubes was announced by Sylvania Electric Products, Inc., in late September. Prices on popular size incandescent bulbs went up from one to two cents and fluorescents from five to ten cents.

Admiral Prices, Admiral Corp. raised the prices of its refrigerators and ranges from \$10 to \$30 in late September.

Dehumidifier Organization. A mechanical dehumidifier section of the Refrigeration Equipment Mfrs. Assn. has been organized with H. F. Hildreth of Westinghouse as temporary chairman. The section will furnish a common meeting ground for consideration of standards, statistics, publicity, research and promotional activities.

Set Up Tube Plant. RCA Victor is establishing a third factory for the manufacture of miniature-type electron receiving tubes. The new plant will be in Cincinnati and is scheduled for full production in the fall of 1951.

Lamps Up. Prices of General Electric large lamps were increased an average of six percent late in September.

Ekco Expansion. A \$425,000 improvement program aimed at expanding production of Ekco Products Co., will be completed this fall.

Harvester Price Rise. International Harvester Co. in early October raised the prices of its refrigerators from \$10 to \$20. The move followed a September price increase of \$20 to \$25 on home freezers.

Promotion Pays Off. Ther Corp. announced in late September that it had sold more Gladirons in the six weeks beginning August 11 than it had in the previous seven months as the result of a 30-day price reduction of \$20 per unit.

Westinghouse

Betty Furness is rated tops among television sales people. Her convincing demanstrations of Her convincing demonstrations at Westinghouse Television Studio One will have pre-sold prospects in your own market with 40 million consumer impressions by Christmas, this season alone.



WITH THE

NGLE DIAL CONTROL

ase on every model in the line, plus many

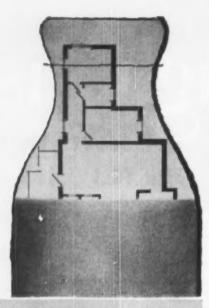
ITH TV'S TOP DRAMATIC SHOW

YOU CAN BE SURE

WESTINGHOUSE ELECTRIC CORP. . TELEVISION-RADIO DIVISION . SUNBURY, PENNSYLVANIA

FLASH !!!

Select the Cream of



APPLIANCE SALES!

Will your next appliance contract be the most profitable one you could have? Now, your greatest opportunity lies in the selective, quality building market. DODGE REPORTS will help you pick the right jobs—the ones which will bring the biggest return to you!

With DODGE REPORTS, you get current, accurate, continuous information about active prospects for appliance contracts among —

new apartment buildings, banks, hospitals, schools, churches, theatres, homes, factories

-in fact, every type of new construction offering you profitable sales opportunities in your area.

You are told WHERE to go , , . WHO to see . . . WHAT to talk about to get this business! You are shown who is involved in each project (name of owner, architect, engineer, contractor)—where and when to contact proper individuals for presentation of your proposition.

Thus DODGE REPORTS help you cut down waste effort—help you save time and "leg work"—help you select and concentrate on the worth-while opportunities as fast as they arise in your area.

See for yourself, without obligation, how DODGE REPORTS can help you select the cream of the *profitable* appliance jobs in today's selective market. Just fill in and mail the coupon below.

------ MAIL THIS COURON --

	I MAIL INIS COULO	14
Straight Line	YES—I want to know about the prof ance Sales in new construction. Wi obligation, show me how I can REPORTS in my business. (East of the	thout cost or use DODGE
1	Nome	
1	firm	
	Address	
10	F. W. DODGE CORPORATION Construction News Division	F.W. DODGE
Profitable Business	119 West 40th Street, New York 18, N.Y	
	EM-1150	CORPORATION



SIGNING CONTRACTS for sponsorship of "Hollywood Screen Test" by Ironrite, Inc., are W. Richard Dabney, vice-president of the firm, and Paul Mowrey (left) program director for ABC. Standing are Hugh Hole of Brooke, Smith, French & Dorrance, Gene Wyatt of ABC, and Richard Sierk, Ironrite advertising and sales promotion manager.

Appliance, TV Industry Turns To Television for Advertising

Five more firms—Kelvinator, Motorola, Ironrite, Sylvania, Frigidaire—sponsor top-flight network television programs

The parade of radio-appliance manufacturers to television advertising continued last month as five companies announced expanded TV programs.

Four of the firms—Kelvinator, Motorola, Ironrite and Sylvania were bankrolling new shows while the fourth, Frigidaire, announced that it was expanding its previous TV programming.

Kelvinator in late September began underwriting a new \$1,000,000 variety, show, "Star of the Family". Built around singer Morton Downey, the show is heard every Friday night over CBS-TV from 10 to 10:30 New York time. It is carried over 61 stations.

On September 29 Sylvania Electric Products, Inc., assumed sponsorship of "Beat the Clock" on the CBS network. The initial show was carried in 25 cities: additional stations will be added later. Ironrite's show is "Hollywood Screen Test", heard Mondays at 7.30 over the ABC television network. Ironrite vice-president W. Richard Dabney pointed out that television was an ideal medium for promoting ironers since "it has been proved conclusively that nothing can approach an actual demonstration in selling Ironrites." He cited rising labor costs involved in home demonstrations as one of the factors which led to the decision to use television.

Motorola last month sponsored the first three shows in NBC's new Wednesday night comedy series, "Four Star Revue". Two other advertisers have since joined Motorola in bankrolling the ambitious series; the radio firm is now the major sponsor every third week. The programs star Ed Wynn, Danny Thomas, Jimmy Durante and Jack



SINGING STAR Morton Downey gets some help from H. W. Newell of Geyer, Newell & Ganger, and J. C. Bonning and C. J. Coward of Kelvinator as he rehearses his "Star of the Family" TV show now sponsored by Kelvinator.

to these ELECTRIC HOUSEWARES achievements in 1950.

FIRST to offer a full

in master carton

quantities. FIRST with a 5 YEAR

irons. FIRST in dynamic dealer promotions such as



CHARMING HOSTESS-LECTRIC COOK



and LAZY SUSAN-TOASTER deals and the



EARLY BIRD-HEATER deal on electric heaters. And in

spite of material shortages, production of Electric

Housewares is (150%



ahead of 1949!

ARVIN INDUSTRIES, INC., Columbus, Indiana

(Formerly Noblitt-Sparks Industries)

P.S. We were first with this electric table oven, too -- even if shortages have temporarily stopped production!



Specialized cooking areas for meat cookery, baking, grilling and cook-top operations are Estate's answer to Mrs. America's No. 1 big-meal problem, according to survey, of getting everything ready at once. This new culinary concept enables the housewife to serve up a roast, biscuits, casseroles, grilled delicacies, gravy, sauces and coffee, all hot and ready at the same come-to-dinner moment . . . all at their savory peak.

The smart, flowing lines of these new Estates exemplify their contribution to organized cooking. Their current engineering and craftsmanship achieves a new high even for Estate, whose reputation for a fine product goes back to 1842

elements are made of Nichrome, and a lifetime of trouble-free performance is assured. For Nichrome-superb heat and corrosionresistant alloy-is universally recognized as the very symbol of quality and dependability . . . the pace-setter among electrical heating alloys the world over.

It will pay you to heed the example of Estate, and check the appliances you handle. Very probably, you'll find all heating elements are made of Nichrome. If NOT, profit by asking those manufacturers not already using Nichrome to give you the benefit of this phenomenal alloy. For Nichrome triggers quick consumer acceptance, promotes lasting customer satisfaction . . . builds prestige.

Nichrome is manufactured only by

Driver-Harris Company HARRISON, NEW JERSEY

BRANCHES Chicago, Detroit, Cleveland, Los Angeles, San Francisco Manufactured and sold in Canada by

The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontaria, Canada

*T. M. Reg. U. S. Pat. Off

nichrome

INDUSTRY TURNS TO TY FOR ADVERTISING

CONTINUED FROM PAGE 118-

Carson on a weekly rotating basis. Sponsorship of the "Four Star Re-vue" coincides with Motorola's launching of the biggest advertising campaign in its history.

Frigidaire, meanwhile, announced that it was stepping up the frequency of its television shows, going on a monthly basis on October I. Previously, Bob Hope has been the star of the Frigidaire series. In the future Hope will be heard on about half of the programs and comedian Bobby Clark on the others. They will be telecast on Sunday evenings at 8 on the NBC inter-connected network

Opposition Forms To Fight CBS Color

Reaction in Washington to the de-cision of the Federal Communications Commission to authorize the field sequential system of color television for commercial use is that it gave the winner, Columbia Broadcasting System, little more than a beachhead.

Every development since the an-nouncement that this mechanical system of color-casting could go on the air beginning November 20 indicates that in exploiting this system CBS must start off practically alone.

The consensus is that to get going, CBS must undertake a gigantic promotional campaign to:

 convince a substantial number
 the almost eight million present set owners that color is worth the

2) interest buyers in color sets which cost more money;

 3) broaden the manufacturing base so that the public will not depend upon a fringe of small manufacturers who are the only ones to date who have indicated willingness to make

ne necessary converters and adapters.

Meantime the forces are being arshalled against CBS. On one front, Pilot Radio Corp. has threatened to seek a court injunction against the FCC decision. (The Commission, according to unofficial reports, is confident that it could win any case. It points out that it has authority to es-tablish engineering standards; its decision does not interfere with the present black-and-white TV system; nor has it insisted that the 107 TV stations in the country color-cast even for short experimental periods. Neither has it prohibited continuing research in other systems.)

On the publicity front, almost all the major set makers were waging strong campaigns against the deci-At least one firm was planning on using large space ads to tell the public the reasons for the company's

opposition to the CBS system.

Another stumbling block in the way of CBS is the war. Color television could be delayed indefinitely as a result of shortages in components

To date, no sets have been designed combining facilities for both CBS color and the present black and white system. It has been estimated that these sets would run 50 percent more than present ones.
For comment from leading set mak-



The completely modern kitchen of the Pauls, Country Gentleman subscribers of Iowa, shows how much buying follows the coming of electricity into the better farm homes.

Your best rural customers

These prosperous farm people are Country Gentleman readers-typical of hundreds of other families right in your own trading area-good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like this . . .

see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands

Apex Dish-A-Matic Dish Washer Apex Dish-A-Malic Dish Washer Arvin trons Arvin Lectric Cook Arvin Portable Electric Meaters Arvin Portable Electric Meaters Arvin Portable Electric Meaters Arvin Portable Electric Meaters Had Dish Electric Ranges Crosley Helder Heaters Crosley Metrigerator Crosley Metrigerator Crosley Metrigerator Crosley Metrigerator Crosley Metrigerator Ranges Deepfreence Freezers Metrigerators and Electric Ranges DeLawal Food Freezers & Milk Coolers Deming Waster Systems

Electric Heating Cable
Electric Seed Bed Heater
Faithanks-Monse Water Systems
Frigidate Electric Ranges
Frigidate Freezers
Frigidate Freezers
Frigidate Will Coolers
Frigidate Wall Koolers
Frigidate Wall Koolers
Frigidate Wall Heater
Frostroid Food Packaging Kits
Gene Dandy Flectric Churn
General Electric Fairs
Froderic Heat Lamps
General Electric Heat Lamps
General Electric Heat Lamps
General Electric Miners
General Miners
General Miners
General Miners
General Miners
General Heater
General Electric Miners

Goulds Water Systems
Harder-Freez Home Freezers
Heafmasite: Water Healers
Hohart Generators
Home Utility Electric Tools
International Harvester
Refrigerators & Freezers
Relaten-Ale Food Preparen
Richen-Ale Food Preparen
Richen-Ale Food Preparen
Rights Water Systems
Mero-Matic Electric Percolaters
Motorola Radios
Myers Water Systems
New Home Sewing Machines
Norge Electric Ranges
Norge Refrigerators
Norge Wateric Ranges
Norge Machines
Norge Wateric Placet
Robbiers & Myers
Water Systems
Royal Vacoum Cleaners

SatGard Home Pasteurizer A. O. Smith Water Heaters Sno-Breze Air Cooler Speed Queen Washers and I roners

Speed Queen Washers and Ironers
Speedway Milk Coolers & Food Freezers
Stewart Clipmaster & Shearmaster Clocks
Toastmaster Toasters
Toastmaster Water Water Water
Waters Conely
Waters Conely
Home Pasteutzers
Wesston Clocks & Watches
Wessinghouse Irons
Westinghouse Irons
Westinghouse Irons
Westinghouse Radios & Westinghouse Radios

IN NEW NATIONWIDE SURVEY, ELECTRICAL APPLIANCE DEALERS GAVE COUNTRY GENTLEMAN

New to Fight the Caro Barn

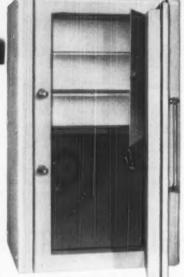
A LEAD OF NEARLY 2 to I over the No. 2 magazine, with more votes than the second and third magazines combined:

The Spotlight is on the NEW WILSON FREEZERS

The spotlight is on the new Wilson line. And no wonder! Wilson Freezers have always been tops—always had more design and operating advantages—always had more of the "wanted" features that make sales easy.

But... the NEW Wilson Zero°Safe Freezers have more features than ever before... more reasons to make customers buy. They are the biggest news the freezer dealer has heard in years!

Look into Wilson. Look into the Wilson Franchise set-up. It's a good deal—as any Wilson Dealer will tell you. A few valuable exclusive franchises are still available. Write, wire or phone Dept. EM-11 concerning availabilities in your locality.



WILSON ZERO SAFE SECTIONAL FD-300 DELUXE Gross Capacity: 29.7 cu. ft. Full frontopening doors with inner doors for reach-in convenience. Additional sections easily added. Remote installation.



WILSON ZERO®SAFE
F-300 DELUXE STLF-CONTAINED
Gross Capacity: 29.2 cu. ft. The most
modern freezer with beautiful bluegreen color innovations. Front opening doors with inner doors for reach-in



ZERO SAFE CHEST
Capacities: 8, 15, and 23 cu. ft.
Space-saving designs that hold up
to 1/2 more food than other chests
of same exterior dimensions.



WILSON ZERO SAFE SECTIONAL FF-20 STANDARD Gross Capacity, 28.8 cu. ft. Frontopening double doors for reach-in convenience. Additional sections easily added. Remote

FARM MILK COOLERS - HOME FREEZERS - COMMERCIAL REFRIGERATION



HIGH RATE OF PRODUCTION in 1951 in spite of military requirements, was foreseen by D. A. Packard, general manager of Kelvinator, in speech to San Diego dealers. Left to right at speakers table. E. S. Germain, Stromberg-Carlson, Wm. O'Keefe, vice-president of O'Keefe & Merritt; J. Clark Chamberlain, secretary-manager, Bureau of Home Appliances; Packard; R. T. Redfield, manager, Graybar, San Diego, and president of the Bureau; Gordon Dawson, chairman of the Bureau's fall conference.

Heavy Appliance Output Predicted Even After Defense Needs Are Met

Kelvinator's Packard tells San Diego conference that real selling may be necessary to move available products

"The major appliance industry will still be capable of a high rate of production in 1951, even after currently-estimated military needs are met," D. A. Packard, general sales manager of the Kelvinator division of Nash-Kelvinator Corp., told over 500 electric appliance dealers, distributors and guests at the annual fall conference of the Bureau of Home Appliances in San Diego, September 8. He said that present steel supplies available for civilian production next year will be probably one-third greater than the amount used in 1941, but that critical shortages could develop in other materials used in making appliances—nickel, tin, aluminum, lead and polystyrene.

But, even under restricted production, Packard warned, retailers may find themselves required to sell aggressively to move the products the anniance industry is capable of turning out.

Whatever conditions may be, the most important step dealers can take to stimulate future business is building a backlog of customer good will through service. He suggested six points in the dealer-customer relationship where good service would mean the difference between customer satisfaction and disappointment: 1) honest product presentation during the sale, avoiding over-selling; 2) proper delivery and installation of product; 3) house call by salesman after delivery; 4) proper telephone handling of service calls; 5) promptness in response to calls; 6) quality of actual service rendered.

Twelve Speakers. In a program that brought twelve speakers to the rostrum in a three hour neriod following dinner. San Diego dealers got a close view of the industry situation at a time between a sea-

son of almormal buying and the

normally high volume fall season.

Anderson Borthwick, president
of the First National Bank of San
Diego, emphasized that the situation would require close attention by management. He told the dealers that in a market which can absorb practically all the products the industry can produce, the fol-lowing conditions could be ex-pected: 1) consumer credit controls and rising price levels will be strong influences in contracting the size of the market; 2) rising employment, greater payrolls and the psychology of a wartime economy will be factors partly offsetting the effect of credit controls and price adjustments; 3) operating costs will trend upward. Sound management will become of increasing im-portance in those businesses which do not have the benefit of cost-plus contracts; 4) tightening manpower situations will result in lower levels of employee output unless management displays remarkable leadership; 5) higher taxes in the months ahead, and changes in the methods of paying taxes. Merchants will have to maintain substantial cash reserves despite their inclination to accumulate inventory

Present Forum. Regional conditions in the appliance industry were presented in a forum made up of John Ryan, Sunbeam Corp., Jack A. Keim, P. A. Geier Corp., John Engstrom, G-E. Bill O'Keefe. O'Keefe & Merritt, E. S. Germain, Stromberg-Carlson, and Fred S. Fenton, Easy Washing Machine Corp. Advertising and promotional plans of the Bureau for the fall season were outlined by Frosty Raymond. Plans for continuing the sales training programs were described by Dan Turner and E. W.

NOW CHRONOTHERM CIRCUIT

WITH

Honeywell's New UNIVERSAL CLOCK THERMOSTAT

it's Thermostat Magic



- V ELIMINATES STOCKING
 PROBLEMS
- V NEW SIMPLIFIED
 OPERATION
- NO MORE MATCHING
- MAKES INVENTORY

TAKE advantage of a tailor-made market comprised of the millions of homes that have automatic heating systems. With aggressive national advertising Honeywell is telling these homeowners about this wonderful new Universal TM Clock Thermostat... and directing them right to you!

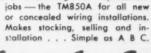
The Universal TM Clock Thermostat is adaptable, in one basic model, to all automatically-fired gas, oil and stoker applications.

Engineered with the precision quality of Thermostat Magic, it offers the comfort factor of automatic nite-set-back, plus the automatic return to desired daytime temperatures. The Standard Chronotherm is designed for new installations and modernization jobs, and the Plug-In Chronotherm for simple replacement by the homeowner in existing installations.

Start now, cash in on this profitable field. Feature Honeywell's Universal TM Clock Thermostats—the finest obtainable. They're attractively packaged and backed by eye-catching store displays as well as consistent national advertising. You'll find Honeywell Electric Clock Thermostats highly profitable. Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Toronto 17, Ontario.

Now for the First Time..

One Chronotherm packaged two ways for your convenience. The TM 848A Plug-In for replacement jobs — the TM850A for all new



Increase Your Sales!





NOTE: Prices given are those prevailing at close of issue. Not responsible for price changes that occur between closing date and dute ut issue.



G-E Garbage Disposes General Electric Co., Bridgeport, Conn.

Models: FA-4 and FA-41 garbage Disposalls

Selling Features: Redesigned to oper ate quieter than previous models and operate more economically; new shred-ding mechanism with extra cutting operate more consumerary, new since of the macerates bones, fruit pits and other tough matter; reduces all food wastes regardless of size or consistency to tiny uniform particles; appliance operates only when cold water has been turned on—water throws ac switch and the machine starts; cold water congeals grease, keeps drain lines clean; makes it impossible for the impact of food waste bulk to break water seal and allow gasses to escape from city sewage lines or septic tanks; the two models fit almost every sink installation having a drain outlet 3½ to 4 in. in. diam; altho 15 lbs lighter and somewhat smaller than previous models, they smaller than previous models, they have same food waste capacity; white finish; streamlined.

Price: Both models, \$124.95. Electrical Merchandising, Nov. 1950

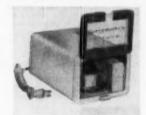


BENDIX Ironer Bendix Home Appliances, Inc., South Bend, 24, Ind.

No. D-150 Bendix deluxe automatic ironer.

Selling Features: 2-speed roll permits fast speed (13.5 ft/min) or slow (9.5 ft/min); self aligning, chromium plated satin finish cast iron shoe, provides adequate uniform pressure for vides adequate uniform pressure for all materials; temperatures from 200 to 450 degs F available; visible dial markings indicate high, medium and low; dual thermostats permit heating entire shoe or either half, total wat-tage 1250; Bakelite forming board with built-in signal ridge; adjustable knee control; press control; finger tip roll control; illuminated heat switch and illuminated motor switch; dual temperature indicator lights for temperature selector controls; release bar safety control; å h.p. motor; white cabinet; 3 convenient shelves plus lap tray; 3-position casters provide up to 1\frac{1}{2} in. height adjustment for comfort-able knee clearance and arm position. Price: \$219.95.

Electrical Merchandising, Nov. 1950



DULANE Butteryte Dulane Inc., 8550 W. Grand Ave.,

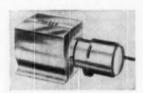
River Grove, III. Devise: Dulane Butteryte butter con-

Devise: Dulane Butteryte butter conditioner, refrigerator accessory.

Selling Features: Keeps butter at correct temperatures for easy spreading; designed to hold a 1-lb. brick of butter in a dish or a quarter pound dish plus two additional quarter pound dish plus two additional quarter pound sections; thermostatically controlled element may be set for any desired consistency; white baked-on enamel finish to match refrigerator; insulated so as not to effect temperature in refrigerator; may be placed on any shelf or suspended from shelf grid with 2-way sure-grip clamps.

Price: \$9.95.

Price: \$9.95. Electrical Merchandising, Nov. 1950



PIONEER Ice Cream Freezer

Louisville Electric Mfg. Co., 3030 Magazine St., Louisville, Ky.

Device: Pioneer ice cream freezer for use in refrigerator.

Selling Features: No ice, salt or pre-mixing required; ingredients are poured into freezer, which has a real dasher, place in bottom of refrigerator dasher, place in bottom of refrigerator freezing compartment and plug into convenient outlet; fits any standard refrigerator; both compartment and main doors close easily over thin, flexible, rubber-covered cord; holds almost 3 pints; operates on 110 volts, a.c. or d.c.

Electrical Merchandising, Nov. 1950



SWEDEN Speed Juicer Sweden Freezer Mfg. Co., 3401 17th Ave., Seattle, 99, Wash.

Device: Sweden fruit and vegetable

juicer.
Selling Features: New stainless steel juice bowl; all plastics and metals used are impervious to fruit and vegetable acids; heavy duty ½ h.p. motor completely enclosed; automatic feeding no plunger required to press fruits or vegetables into juicer, combines with the disintergrator knife to sever juice cells without bruising—final extraction of juice is by centrifugal force; white ename! finish.

Electrical Merchandising, Nov. 1950



KAUFFMAN Humidifier

Kauffman Air Conditioning Co., 4505 Olive St., St. Louis, Mo.

Device: Kauffman portable humidifier. Scelling Fatiswes: Evaporates \$ to 2\$ pints water per hr; reservoir holds 3\$ gal. water; air output 12,000 cfm; weighs 19 lbs; 14\$ in. long 12\$ in. wide, 11\$ in. high.

Electrical Merchandising, Nov. 1950



HOT-MAID Platter

Appleman Glass Works, Bergenfield, N. J. Device: Hot-Maid radiant heat food

Selling Features: Keeps food hot indefinitely without drying out; platter is made of Electriglas—a

specially heat-treated glass which will retain warmth for a half hour or more after being disconnected; 194 in diam holds a 16 lb. turkey; generates temperatures up to 300 degs, in a few minutes; automatic; operates on a.c. or d.c.; comes equipped with 6 ft. cord set; plug is easily detached and platter dismounted from its wooden base for convenient washing. hase for convenient washing.

Price: \$16.98. Electrical Merchandising, Nov. 1950



DULANE Cofyryte

Dulane Inc., 8550 W. Grand Ave., River Grave, III.

Device: Cofyryte twin bowl type drig coffee maker.

coffee maker.

Selling Features: Separate elements in both upper and lower sections; upper section is equipped with a "Tempryte" flow valve which is controlled by the temperature of the water; cold water placed in upper bowl is held there until upper element has reached ideal temperature for perfect coffee making, when temperature is reached the "Tempryte" opens and allows heated water adjacent to element to pass through removeable coffee basket where it is filtered before coffee basket where it is filtered before thowing into lower bowl; coffee is kept at any desired temperature in lower bowl by adjustable thermostat on element in lower bowl; chrome finish.

Price: \$32.50. Electrical Merchandising, Nov. 1950

HARTZELL Fon

Hartzell Propeller Fan Co., Pique, O.

Device: Redesigned Hartzell utility

fan.

Selling Features: Large circular base of heavy stamped steel makes fan practically tip-proof; new fan-supporting mechanism welded to base grips fan at each side and allows it to be turned vertically 360 degs; can be locked at any position with hand-operated friction screws; safety guards; motor outside guard to provide easy, quick oiling; blue enamel finish; available in sizes from 14 to 36 in. diam.

Electrical Merchandisma, Nov. 1950. Electrical Merchandising, Nov. 1950



Many of your customers regard good cooking as an art worthy of serious attention. To these prideful cooks, you can sell the many extra features of the KitchenAid K4 Food Preparer the features which bring to the home kitchen the advantages which leading chefs and bakers demand in their machines.

This bigger, more powerful KitchenAid K4 will knead bread dough or mix pastry easily ... has many useful attachments that save time and energy for hundreds of kitchen tasks. It has the famous Hobart Planetary Mixing Action that permits exact timing assures the same fine results every time. No assistance with spoon or knife required. The K4 is remarkably easy to clean.

For your customers who demand "something better" in a Food Preparer, sell up to the KitchenAid K4. And you can sell a program of birthday or anniversary gift attachments for repeat business.

For Pride in Good Coffee ...

demonstrate the KitchenAid Electric Coffee Mill. Show your customers how they can get truly fresh, true coffee flavor at the touch of a switch.



KitchenA

Built by Habert world's largest manufacturer of food machines.

Kitchen Aid Division . THE HOBART MANUFACTURING CO., TROY, OHIO

ELECTRICAL APPLIANCE NEWS

ew Troducts



GIBSON Refrigerators

Gibson Refrigerator Co., Greenville, Mich. Models: 1951 "Full length Feature" refrigerators include two 9 cu. ft. mosl-els; three 11 cu. ft.; two 7 cu. ft. and an 8 cu. ft. model.

side an etc. it. model. Selling Features: No. 941, 9 cu. ft. model features an enlarged Freez'r Locker with 48-lb. capacity; large clear plastic Swing? Crisp'r; ice tray shelf in Freez'r Locker provides more

shell in Freez'r Locker provides more space for frozen foods. No. 981 has enlarged Freez'r Lock-er; giant Fresh ner compartment; twin Super Market Swing'r Crisp'rs; built-in door racks for small bottles, eggs, fruit etc.; Butt'ry in the door; adjust-

le sheli. All 11 cm. it. models have 54 lb. able sheli.

All 11 cu. ft. models have 54 lb. Freez'r Lockers with plastic and aluminum doors; Butt'ry; Swing'r Crispers; Door racks. No. 1131 has Touch-A-Tap feature to provide cold drinking water; top model No. 1151 features PresToe pedal operated door and a newly designed Super Locker with 169 lb. capacity. No. 1101 has full-length door and a newly designed Super Locker, Fresh ner Compartment; Door Racks, Butt'ry and Swing'r Crisp'r. No. 701 has full-length door and interior; No. 721 also has plastic Swing'r Crisp'r to replace the Tit-Bin; decorative glass over full-width Freez'r Locker; both 7 cu. it. models available with right or left hand doors. No. 831 moderate priced leader has 8 cu. ft. capacity; features full-width Freez'r Locker; full-width Fresh'ner Compartment for moist cold storage. Prices. No. 941, \$289.95; No. 981, \$309.95; No. 1131, \$379.95; No. 1151, \$399.95; No. 1101, \$319.95; No. 701, \$199.95; No. 711, \$229.95; Mo. 831, \$259.95.

Electrical Merchandising, Nov. 1950



GIBSON Ranges

Gibson Refrigerator Co., Greenville, Mich. Models: Gibson 1951 range line in-cludes 5 40-in, models: H, G, C, D, and E; and an apartment size model No. A-4.

No. A.4.

Seiling Featuress: Two deluxe models G and H feature a Magic Ups-A-Daisy combination surface unit and deep-well cooker, which at turn of Magic Dial raises or lowers the unit without touching it; Model H has two automatically controlled ovens

with ConSealed units built into oven floor and covered with stainless steel for better heat distribution and easier cleaning; 7-speed pushbutton controls on surface and deep-well units; Minute Watchman; full-width fluorescent light; push button selector switch for automatic control. Model G has a single oven with ConSealed unit; automatic controls for oven, rear surface unit, appliance outlet and Ups-A-Daisy; a warmer drawer for keeping foods warm.

Model C, price leader, features a 6-qt. Kookall; waist-high smokeless broiler and an appliance outlet; large storage drawer on nylon roller bearings.

Model D, has built-in automatic controls for oven and appliance outlet; full-width fluorescent light; deep well

Kookali; 3 storage drawers; waist-high broiler.

Model E, has automatic push button controls; Ups-A-Daisy; automatic controls for oven and appliance out-lets; full width fluorescent light and

lets; full width fluorescent light and new super speed surface units. Apartment model A-4 has basic fea-tures of full size models including banquet oven; 4 surface units and an appliance outlet. Basic features in all models include banquet size oven; 7-heat surface units; acid and chip resistant titanium porcelain exterior; Fiberglas insulated ovens; reversible and interchangeable end panels; and concealed oven vent. Prices: No. H, \$399.95; G, \$359.95; C. \$199.95; D, \$259.95; and A-4, \$169.95 Electrical Merchandising, Nov. 1950



DAVIS Power Mower G. W. Davis Corp., Richmond, Ind.

Models: No. 51 Rotary; and Nos 50/50; C-22 and B&S-18 and C-18. 50/50; C-22 and B&S-18 and C-18. Selling Features: No. 51 Rotary has vertical 4-cycle Clinton L5 hp, gas engine; steel blade with suction action design, mounted in rubber; 1-piece, lightweight aluminum chassis; 2-in. diam. rubber mulching roller; cutting height adjustable from 1 to 3 in. No. 50/50 has a Flex-A-Matic clutch; V-belt automatic transmission; fully automatic; 6-in. reel; chrome cutting blade with lipped shearing edge; 24 in, 3-section hardwood roller; 1.1 hp. Briggs & Stratton or Clinton gas engine.

Gas engine.

C-22 cuts a 22 in. strip; adjustable cut from 4 to 2-in.; 3-in. wood roller; Continental 14 hp. gas engine with new governor control; dual V-belt

drive.

B&S-18 and C-18 have Briggs &
Stratton 1.1 h.p. or Continental 14 h.p.
gas engine; dual V-belt drive; 3-in.
wood roller; and features resharpening
by backgrinding.

All models have tubular aluminum

handles with plastic grips; semi-pneu-matic rubber tires.

Prices: No. 51 Rotary, \$105.95; No. 50/50, \$79.95; C-22, \$109.95; and B & S and C-18, \$99.95.

Electrical Merchandising, Nov. 1950



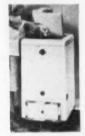
DOMINION Deep Fryer

Dominion Electric Corp., Mansfield, O. Device: No. 2101 "Fry-O-Matic" Derrice deep fryer.

deep fryer.

Selling Features: Has 4 qt. capacity—holds 3 lbs. shortening or oil; automatic control prevents overheating, keeps shortening and oil at proper cooking temperature; round, seamless aluminum cooking chamber easily cleaned; 1100 watts; 110–120 volts, a.c.; Chromalox steel-clad element; pilot light glows, when it goes out, tryer is ready for cooking; wire basket rests on edge of fryer to allow fat to drain from food; taucet drains liquid from fryer. from fryer

Electrical Merchandising, Nov. 1950



CALCINATOR Disposer

Calcinator Div., Valley Welding & Boiler Co., 27th & Water Sts., Bay City, Mich. Device: Calcinator automatic disposal

Selling Features: New Calcinator in corporates a sturdier self-leveling, 4 corporates a sturder self-leveling, 4-point suspension base; built-in auto-matic draft and stack temperature con-trol; new easily accessible dehydrating burner assembly which requires a minimum replacement of parts; De-luxe model in white enamel for kitchen and utility room installation; Star model in gray "Krinkle-Koat" basement or other installations.

Electrical Merchandising, Nov. 1950



MEDART Cook-Nook

Fred Medart Products, Inc., 3535 De Kalb St., St. Louis, 18, Mo. Winston-Woods Inc., 666 Lake Share Dr., Chicago, national distributor

Device: Combination hotplate and porcelain enamel top table.

porceiain ename: top table.

Selling Features: Two heavy duty range-type T & K burners are accessible by sliding back the table top; when closed, the porcelain enamel top provides a working or eating surface; table is 40x25x30 in. high; burners lift out for easy cleaning; benches are also available upholstered in black Duran plastic material; plugs into any

110 volt outlet, benches are stored on slides when not in use. Price: "About \$70." Electrical Merchandising, Nov. 1950



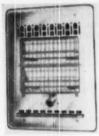
REO ROYALE Move Lawn Mower Div., Rea Motors Inc., Lansing, Mich.

Device: Royale Deluxe gas engine lawn mower

lawn mower.

Selling Features: Leader of 1951 line, features improvements such as stepped-up power in the Reo 1½ h.p. 4-cycle engine; specially designed automatic re-wind starter for added convenience; new Neoprene seal on wheels prevents dirt from reaching the drive wheel gears and protects against sand and moisture; redesigned, reshaped handles; handles retain springsuspension and adjustable features of previous models as well as the 21 in. cutting width. cutting width.

Electrical Merchandising, Nov. 1050



HEETAIRES

Markel Electric Products Inc., and La Salle Products Inc., Buffalo, N. Y.

Models: Wall insert radiant Hectaires of 1000 and 1250 watts.

Selling Features: Built-in, thermostats Seling Features: Built-in, thermostats provide automatic temperature control from 40 to 85 degs. F; No. 241T, 1000 watts produces 3412 Btu/hr; No. 246T, 1250 watts with 2 elements produces 4265 Btu/hr; both models finised in polished Nuchrome or ivory examel.

Electrical Merchandising, Nov. 1950



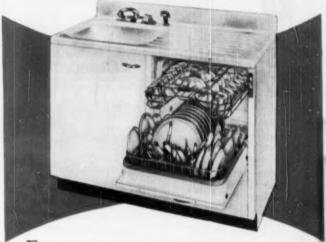
ODOR-MASTER Deciderizer Electric Deodorizer Corp., 9993 Broad-street, Detroit, 4, Mich.

New room deodorizer Selling Features: Deodorizing is ac-complished by inserting O-M waters— pine or floral scent—in Odor-Master and plugging directly into anl ac.-dc. outlet, no cord is used; built-in heating element activates ingredients in wafers element activates ingrements in waters and circulates activated air into room; kills odors, leaving fresh fragrance—one wafer is said to give about 100 hrs continuous use; walnut plastic case; weighs 1½ oz.; uses 4 watts.

Price: \$1.29 complete with 2 weeks supply of wafers; refills of 6 in 2 vial,

Electrical Merchandising, Nov. 1950

a Report from Kitchen Aid



From a careful study of field reports from KitchenAid Home Dishwasher Distributors and Dealers, we have compiled the following facts

- 1. That the front opening door and two racks that slide out independently assure the easiest, most convenient loading of tableware.
- 2. That the Hobart revolving wash principle provides the most complete, most powerful coverage.
- 3. That the two power rinses effectively rinse all tableware.
- 4. That the uncompromised quality built into the KitchenAid Home Dishwasher is paying off in complete user satisfaction.
- 5. That the separately powered, circulated, electric hot air drying is the most efficient drying action . . . so thorough that no "tear drops" are left even on glassware.
- 6. That the KitchenAid self-cleaning, sanitary features eliminate washing or rinsing of food particles back onto tableware. Wash and rinse water is constantly strained.
- 7. That the KitchenAid service record has been remarkably troublefree.
- 8. That installation is the simplest of any home dishwasher.



However... because of this remarkable record, the demand for the Kitchen Aid Home Dishwasher has been so great, we are temporarily unable to keep up with the needs of our present distributors. We have been forced to

revise our plans for extending our distributor coverage for the present. As soon as our expanded production permits us to catch up with demand, we will proceed with our program for increased distribution. In the meantime, we suggest that dealers write Dept. KD, Troy, Ohio, for name of nearest distributor.

The Finest Made

KitchenAid Division . THE HOBART MFG. CO.

World's Largest Manufacturer of Food and Kitchen Machines



SELL CALGON!



Keep clothes washing machine customers happy -and make extra profits by stocking and selling

washing film troubles, eliminates mineral deposits—makes any soap or detergent wash better. Calgon helps the washing machines you sell do their best work—cuts down on profit-eating service calls. Calgon, the wonder water conditioner, is specifically recommended by leading manufacturers of standard and automatic clothes washing machines. Textile makers, too, include Calgon in instructions for safer, cleaner washing.

SELL CALGONITE!



Leading manufacturers of household dishwashers recommend Calgonitethe product that sparked

It insures trouble-free operation of dishwashers, eliminates needless service calls, makes customers enthusiastic boosters of this modern method of dishwashing. Calgonite, a blend of Calgon and active detergents, conditions the water, makes dishes gleam—free of film. . . Keeps the machine clean.

Clinch Those Profits ... Make More Money Stock-Display-Promote Calgon and Calgonite Consistent advertising in national magazines and leading newspapers tells the Calgon Story to 2,840,184,180 readers-be ready to reap your share of the profits!

Write for literature

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

ELECTRICAL APPLIANCE NEWS

lew troducts



SIGNAL Floor Polisher Signal Mfg. Co., Lynn, Mass.

Device: Signal floor polisher. Selling Features: Polishes floors, furwelling Features: Polishes floors, furniture and automobiles; buffs, sandsdrills; weighs approximately 5 lbs.; a.c.-dc. 110 volt motor; off-on toggle switch; 40 in. detachable handle; floor polishing brush approximately 9 in. in diam.; die cast gear housing; bumper protects furniture. An accessory kit also available includes an assortment of attachments: lambs wool polishing bomet; 41 in rubber pad; sandpaper; a drill chuck for drills un to 1 m; put parts for adant-drills un to 1 m; put parts for adaption put put parts for adaption put put parts for adaption put parts for adaption put put parts for adaption put put put put parts for adaption put put put put put put put put pad; sandpaper; a drill chuck for drills up to 1 m; plus parts for adapt-ing the unit to the various jobs. Price: \$19.95; accessory kit, \$2.95



SENSATION Snow-Blo

Sensation Mower Inc., Ralston, Nebraska

Device: Snow-Blo snow plow. Selling Features: Self-propelled, du-plex model machine is designed with a snow discharge spout that can be tipped to throw snow to right or left; particularly recommended for use where buildings, hedges or other obwhere outlangs, neages or other outstructions are on one side; cleans a 16 in. path through snow up to 12 in. deep; snow is scooped up, pulverized by an impeller blade and can be thrown up to 20-40 ft. from cleared area; gear drive transmits power to wheelers.

Electrical Merchandising, Nov. 1950



GIBSON Freezers

Gibson Refrigerator Co., Greenville, Mich. Models: 2 new home freezers for 1951 —HF 1000 and HF 1890.

Selling Features: No. HF 1000, a 10 cu. it. model has 360 lb. capacity;

sliding shelves, safety lock.

No. HF 1890, an 18 cu. ft. cabinet
with 630 lb. capacity; fast freezing
section provides a special compartment
for freezing 87 lbs. food without rearranging food in bigger section; storage
compartment has 4 sliding baskets for easy accessibility; automatic light; tainless steel work surface lid over fast freezing compartment; safety tumbler locks; hermetically sealed compressor; special insulation holds temperautre at zero and below.

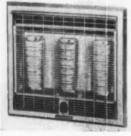
Prices: No. HF 1000, \$319.95; No. HF 1890, \$519.95. Electrical Merchandising, Nov. 1950



WESTINGHOUSE Air Conditioner Westinghouse Electric Corp., Sturtevant Div., Hyde Park, Boston 36, Mass.

Model: Westinghouse self-contained Unitaire air conditioner.

Unitaire air conditioner.
Selling Features: Cools, dehumidifies circulates, filters air; all-year-round air conditioning can be provided by addition of steam or water-heating coils and an outside air duct for ventilation; factory-assembled packaged unit; hermetically-sealed Freon-12 compressor, water-cooled condenser, direct-expansion coil and fan; easy to install; requires only water, drain install; requires only water, drain and electrical connections; 3 sizes: 2 and 5 h.p., with cooling capacities 24,000, 36,000 and 60,000 btus per hr. respectively; may be connected for single, two or three phase opera-tion; semigloss, 2-toned baked enamel. Electrical Merchandising, Nov. 1950



CAVALIER Well Heaters Cavalier Corp., Chattanooga, 2, Tenn.

Device: Cavalier automatic heaters. Selling Features: Available in 4 sizes: 1500, 2000, 3000 and 4000 watts; new 1500, 2000, 3000 and 4000 watts; new tapered cone construction said to produce one-third more heated air up through element, eliminating need for fan; Cordierite ceramic cone; nickel-chrome resistance wire; element easy to clean—grille lifts out; copper clad steel deflectors easily dusted; deflector hinged at bottom; combined switch and thermostat control; curved top deflector throws heat away from wall and circulates air outward; easy to install, fit under windows; provides radiation and convection heat; neutral brown basked enamel. Electrical Merchandising, Nov. 1950

Sell the line that fits every family need!



HOPALONG CASSIDY RADIO Biggest HIT in radio history!

Kids, parents, aunts and uncles—and DEALERS—are raving about this smash hit Hoppy set!
Real big-performance AC/DC superhet; shatterproof cabinet shows Hopalong and his horse;
complete free promotion kit with 12 sets!



BEST BUY IN PHONO-RADIO COMBINATION

Model 462-CM-Superb mahogany finish console with 6-tube AM radio and 3-speed automatic record changer for 33, 45, 78 rpm records. Shuts off after last record. Year-round pleasure for the whole family!

Model 482-CM-FM AM radio console combination, \$159.95

All prices subject to change without notice

Write, Wire, or Phone for Distributor's Name Television and Radio Division

ARVIN INDUSTRIES, Inc.

Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)



SMALL FRY

MOTHER



HER OWN PERSONAL RADIO



DAD



PEAK VALUE IN PORTABLES Just the set for winter vacationers

Model 350-P.-The finest 3-way portable buy of the year! Packed with power, performs every-where! AC, DC, or battery. Kingfisher Blue, Jade Green, Sun-Tan, or Burgundy. Weighs only 6 lbs.





For Your Most Profitable Christmas!



Dominion appliances. Available through reputable distributors across the nation.



DOMINION ELECTRIC CORPORATION

MANSFIELD, OHIO





INSECT-CONTROL Remington Products Corp., Elizabeth, 3, N. J.

Device: Automatic insecticide vapor

izer.

Selling Features: Thermostatically controlled to work automatically and vaporize a special formula insecticide; is affixed to wall about 3 ft. below ceiling; plugs into any standard a.c. or d.c. outlet; special formula insecticide is heated at a controlled temperature and vaporized into minute invisible particles which remain suspended in air and flies are doomed; does not affect humans, animals or foodstuffs; will not stain walls; uses approximately same amount electricity as a 60 watt bulb.

Price: \$39.95. Price: \$39.95.

Electrical Merchandising, Nov. 1950



LURO Paint Remover Luro Products Co., 5501 Denison Ave., Cleveland O.

Device: Luro paint remover. Device: Luro paint remover.

Selling Features: Operates on 110-115
volt a.c. or d.c.; sealed heating element
heats paint area, and paint is removed
with scraper edge; overall length 12
in.; weighs ½ lbs; scraper edge 2½ in.;
hardwood handle; comes complete
with asbestos pad on which to rest
paint remover while working. Price: \$3.95

Electrical Merchandising, Nov. 1950



WAYNE Floor Furnace Wayne Home Equipment Co., Fort Wayne, Ind.

Device: Wayne oil floor furnace. Device: Wayne oil floor furnace.
Selling Features: A 50,000 btu oilfired floor furnace has been added to
line; features include 85 percent free
air opening in heel-proof grille; top
access to parts; optional forced draft;
manual or thermostat control; optional
oil lifter for below-ground tank; corrosion-resistant parts with electricwelded fumetight combustion chamber.
Floating Marchandising, Nov. 1950. Electrical Merchandising, Nov. 1950



SOLD B	Y 12	LEADING	GROCERY	CHAINS

CHAIN	STORES	CIRCULATION GUARANTEE
Albers	58	30,000
American	1600	290,000
Bohack	281	50,000
Dixie Home	137	20,000
First National	1010	240,000
Grand Union	284	65,000
Jewel	155	55,000
Kroger	2130	500,000
Red Owl	702	55,000
Safeway "	2106	985,000
Weingarten	25	25,000
Winn & Lovett	170	60,000

editions: California, Mountain, Midwest, New York, west, Washington-Richmond, Canadian circulation not

If one of the chains listed on the left operates in your sales center, you know that appliance advertising in Family Circle reaches housewives who live and shop right in your neighborhood.

Family Circle is sold only in chain grocery stores. 100% of its circulation is among chain grocery shoppers. And because the type of women who buy Family Circle buy 90% of the home furnishings and equipment purchased by urban families, appliance advertising in Family Circle also reaches your best prospects.

As an appliance dealer, you recognize the importance of the chain grocery as a traffic builder for the sales center in which you do business. The housewives who shop in your neighborhood chain grocery are the same women you want to shop in your store,

Ask the manufacturers of the appliances you sell to build traffic for your store by advertising to your neighborhood chain grocery



FAMILY CIRCLE DISPLAY CARDS

2,300,000 CIRCULATION IN CENTERS CASH-AND-CARRY



Appliances Service Manager Applauds Klixon for preventing motor burnouts and keeping customers happy

HADDONFIELD, N. J.: Roger K. Haines of Roger K. Haines Associates, refrigeration and radio television service company, finds Klixon Protectors a big savings.

"Klixon overload protectors have resulted in a big saving in service on both television and refrigeration. On motor-driven appliances we find that Klixon prevents motor burnouts completely, which makes our servicing work easier and keeps our customers very happy."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the tor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by requesting equipment that has motors with Klixon Protectors.





SPENCER THERMOSTAT

Division of Metals & Controls Corp 2511 FOREST ST., ATTLEBORO, MASS.

ELECTRICAL APPLIANCE NEWS

ew Troducts

Price: \$2.95.

NON-ELECTRICS



AMERICAN KITCHENS SINE

American Central Div., Avco Mfg Corp., Connersville, Ind.

Device: No. SS-4200 sink

Selling Features: 42 in. sink especially planned and designed for lower price brackets; available with right or left-band drainboard; features new streamlined faucet assembly; double-action spring hinges on doors; soundproofed door panels

Electrical Merchandising, Nov. 1950



AMERICAN KITCHENS Serv-Cart

American Central Div., Avca Mlg. Corp., Connersville, Ind.

Device: American Kitchens redesigned Serv-Cart No. LX-147.

Selling Features: Fits under a 21 in. Sciling Features: Fits under a 21 in, base cabinet top when not in use; features 3 shelves covered in standard red marbleized linoleum; other color available as an accessory package; all-steel; rubber tired wheels; front contracthour matches American Kitchens sinks and base cabinets.

Electrical Merchandising, Nov. 1950



AMERICAN KITCHENS Handy

use on G. E. and Sunbeam mixers. Selling Features: By replacing mixer beater with the "Adapt-It" it becomes a polisher, sander or waxer; for polishing silverware, brass or copper; sanding wood or metal; waxing furniture, floors or autos; kit includes factory type shaft that fits each nixer and slips on or off as easy as a beater: 2 medium grit sanding discs, a hard rubber backing disc for sandpaper support, and a big 6-in. lamb's wool buffer are included. Extra lamb's wool buffers and packs of sanding discs available at \$1.00 extra.

Price: \$2.95.

Electrical Merchandisina, Nov. 1950.

use on G. E. and Sunbeam mixers.

American Central Div., Avco Mfg. Corp., Connersville, Ind.

American Kitchens handy

Selling Features: Revolving corner storage cabinet where everything is at your fingertips; all-steel construction has two 18-in, diam, shelves that will hold over 50 lbs, stored foods; shelves hold over 50 lbs. stored foods; shelves revolve on a lifetime bronze bearing; rounded front panel with indented handle and safety snap-catch; 1-piece wrap-a-round steel shell prevents stored articles from falling off; de-signed to fit under American Kitchens vtandard 27 in, corner top or any A-K

Electrical Merchandising, Nov. 1950



CORSAIR Adapt-It

The Corsair Co., 1932 S.W. Water Ave., Portland, 1. Oregon

Device: Corsair "Adapt-It" kit for



FOLDAWAY Table

Plastic Fabricators Inc., Box 215, Madison, Tenn.

Device: Formica Foldaway table. Selling Features: Can be folded down Selling Features: Can be folded down when not in use to extend only I inch from wall; opened up it is a full 24x30 in, table with a 4 in, backsplash; available in a choice of Formica patterns: moonglow, linens, pearlescents or woods, table top is stain, scratch, and cigarette proof; easily installed. Price: \$29.95.

Electrical Merchandising, Nov. 1950

NEW "DISPOS-A-BAGS" FOR "DEEP-CLEAN" VACUUM CLEANER

and sampled with every Hamilton Beach "Deep-Clean" Vacuum Cleaner are the new Dispos-a-Bags, disposable paper bags for optional use with the cleaner.

The manufacturer emphasizes that the clean cloth bag which is standard equipment will give excellent cleaning performance and, with proper care, is not difficult to empty. "But some housewives prefer the added convenience of the paper bag, and it has particular appeal to those who are allergic to dust.



Ten of the paper bags are packed in an attractive display container retailing for \$1. Normal trade discounts apply.

Dispos-a-Bags are featured in "Deep-Clean" advertisements now appearing in the Saturday Evening Past. A single sample packed with every new cleaner is imprinted with instructions for use and directs the owner to the Hamilton Beach dealer

MIXETTE CHOSEN FOR EUROPEAN DESIGN EXHIBIT

Mixette, the Hamilton Beach portable mixer introduced a year ago, has been chosen as one of the items to be displayed in "Design for U.S.A.," an exhibit to be held next year in the leading cities of Europe and Great Britain. The exhibit is now being assembled by the Museum of Modern Art under the direction of Edgar Kaufman, Jr.

In keeping with the practice of European museums, luggage, and personal accessories will be added to a full gamut of home furnishings with about 500 actual objects representing progressive U.S. design currently available. It is planned to route the exhibition on a schedule that will allow it to be visited by great numbers of tourists as well as metropolitan residents.

"Pleased as we are with this recognition of Mixette's design," said a familton Beach official, "we are Hamilton Beach official. even more gratified with the splendid reception Mixette has received from the U.S. housewife since its intro-



Food Mixer

Of all food mixers, Hamilton Beach is easiest to use. Most women will be happiest with the one that's easiest to handle. That makes it easiest to sell. It's a quality brand, a gift that's given with pride-one you will sell with confidence. You know it stays sold. Hamilton Beach is in top demand. So you're pro-tected against loss from excessive post-Christmas exchanges. Best of all, Hamilton Beach pays you top profits-a robust 38.18%! With Hamilton Beach, your gift-buying customers get the best value-you make the most money. And you can count on plenty of Hamilton Beach Christmas promotion to bring those customers in!



Hang up record Christmas Sales with these two great HAMILTON BEACH gifts!



A proved best-seller all year around that's sure to be a standout during the Christmas season' In its smart black and silver gift box. Mixette is a gift-item natural. And what power! Mixes everything-in any bowl or pan Quality Hamilton Beach motor has full power, long life. Hangs on wall or fits in a drawer. It's the only 3-speed portable with one-hand operation. Broadens your gift market, helps you sell the \$17.75 people. In price, in performance, in smart packaging-and backed with hardhitting promotion-Mixette is loaded with gift-appeal!

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

Hamilton Beach Food Mixer Pays Top Profit ... 38.18%! 94,032,513 Ads Sell Hamilton Beach Products This Fall!

"THREE P'S PACKAGE" PAYS OFF DEALERS

The "Three P's" are named as the payoff for the dealer in a recent Hamilton Beach dealer mailing. They are Promotion which is plentiful; Product which has long been established as tops in performance and quality; Profits which exceed by 2 per cent and more those offered by competitive food

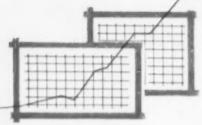
"More and more dealers are learning that Hamilton Beach is the best food mixer for their customers to buy and best for them to sell," is the sales story.

CHRISTMAS ADS APPEAR IN MANY MAGAZINES

Advertisements featuring Hamilton Beach Food Mixer and Mixette as Christmas gift items will appear in December issues of

Saturday Evening Post, Ladies' Home Journal, Better Homes & Gardens, American Weekly, Women's Day, True Story, Modern Bride, Today's Woman, Living, House Beautiful, and Successful Farming. The December ads will reach a circulation of over 31 million.
"To tie in with this really tremendous campaign, dealers are urged to use the special Christmas newspaper mass and gift folders that are available without charge," says a bulletin from the Hamilton Beach advertising department. "A request to us at Racine, Wisconsin, will bring them to any dealer."

BIGGEST POTENTIAL MARKET IN THE BUSINESS!



- 37 million American homes are prospects for automatic electric dishwashers and less than 2% of the market has been saturated.
- Good Housekeeping Magazine surveys indicate 32.8% of these homemakers are actually planning to buy an automatic electric dishwasher now.
- More families are buying Hotpoint dishwashers each week than in our best pre-war year.

HOTPOINT FIRST IN DISHWASHERS!

FIRST in Sales . . . Hotpoint's sales of electric automatic dishwashers far exceed those of any other manufacturer.

PRST with Front Opening . . . Hotpoint was the first to offer an automatic dishwasher with front opening—
for greater ease in loading—for uninterrupted work surface—for convenient
installation under counters or cabinets
—for use of overhead, down-rinsing
spray.

FIRST with Electric-heat Drying ...
Hotpoint was the first to provide electric-heat drying with its forced hot air circulation for faster drying with clean,

PRST in Customer Demand... Hotpoint Automatic Dishwashers rank first among dishwashers wanted most by most people. You can get your share of the profit in this fastest growing appliance market with low investment. The turn-over is rapid and there are no trade-ins.

Hotpoint Full-Line Leadership.

The Hotpoint line includes every major electric appliance for kitchens and home laundries—each an outstanding leader in its field. Talk to your Hotpoint distributor about the Hotpoint Full-Line Franchise.



Switch to Hotpoint! FOR FULL LINE

RANGES · REFRIGERATORS · DISHWASHERS · DISPOSALLS" · WATER HEATERS · CABINETS
FOOD FREEZERS · AUTOMATIC WASHERS · CLOTHES DRYERS · ROTARY IRONERS

HOTPOINT, Inc.

(A General Electric Affiliate)
5600 W. Taylor St., Chicago 44, Illinois



WESTINGHOUSE TV Consoles Westinghouse Electric Corp., Radio Div., nbury, Penna

Mudels: Nos. 638K20 Copleigh, and 637T17.

637T17.

Selling Features: No. 638K20 console equipped with a 20-in, picture tube; No. 637T17 equipped with 17 in, tube; both models have single dial control, dark face rectangular tubes, synchronous tuning incorporated into single dial control; built-in antennas capable of receiving all 12 channels in high and low bands; provision for contecting an ultra high frequency tuner when such service becomes available. No. 638K20 has 12 in, permanent magnet speaker; 23 tubes plus 2 rectifiers; mahogany cabinet.

Prices: No. 638K20, \$439.95 No. 636-

Prices: No. 638K20, \$439.95 No. 636-T17, \$249.95.

Electrical Merchandising, Nov. 1950



ADMIRAL TV Console Admiral Corp., Chicago, 47, III.

Model: No. 24R12 console.

Selling Features: Equipped with 14 in. rectangular picture tube; built-in directional Roto-Scope antenna; superpowered chassis; all-channel turret tumer; I-knob automatic tuning; agc; powers tuner; l-knob automatic tuning; age; automatic picture lock-in; inter-carrier sound system; "ratio-detector" FM sound; Alnico 5 P.M. speaker; tele-glo reminder light; improved focus control; mahogany cabinet.

Electrical Merchandising, Nov. 1950



STROMBERG-CARLTON TV Console

Stromberg Carlson Co., Rochester, N. Y.

Model: Chinese Classic No. 119M5M. Model: Chinese Classic No. 119M5M. Selling Featurers: Decorated, ribbon-striped mahogany cabinet of oriental design; 208 so, in, screen on 19 in, tube; FM-AM radio; 3-speed record changer; 6-to-1 gear reduction tuning for micro-accurate station selection; long-life tuner; keyed automatic gain

ELECTRICAL APPLIANCE NEWS

TELEVISION AND RADIO

control; 12 in. speaker; built-in

antennas. Prices: Mahogany, \$750.; Avodire, \$775.; in hand decorated red, green, ivory or ebony, \$865. All prices ivory or et Eastern zone

Electrical Merchandising, Nov. 1950



MECK Telesets

John Meck Industries Inc., Plymouth, Ind.

Models: 5 new models: MM-614T, MM-614C, MM-616T, MM-616C and MM-619-C.

MM-619-C. Selling Features: MM-614T table and MM-614C console have 14 in. rectangular tubes; MM-616T table and MM-616C console have 16 in. rectangular tubes; all have new R-F tuner units; 9 tuned circuits of amplification; single-stage video amplifier; 4-stage IF amplifier; built-in antennas; mahogany cabinets, contemporary styling.

styling.

MM-619C, 19 in, rectangular tube console has in addition to above features, 11 tuned circuits of amplification and a superhet circuit for sound and picture reception; mahogany cabinet, traditional design.

Prices: MM-614T, \$179.50; MM-614-C, \$229.50; MM-616T, \$219.50; and M-616C, \$259.50.

Electrical Merchandising, Nov. 1950



SCOTT TV Receivers

Scott Radio Laboratories Inc., 4541 Reverswood Ave., Chicago, 40, III.

Models: A new line of "Ravenswood by Scott" receivers.

Selling Features: Available in table top and console models; features 16 in. rectangular-tubes; snap selection 12-channel tuner and built-in antenna; transformer powered; console model has a 10 in speaker; table model an 8 in speaker; both are equipped with agc; dark mahogany cabinets.

Prices: Console, \$279.; table \$249. Electrical Merchandising, Nov. 1950



ADMIRAL Toble TV

Admiral Corp., Chicago, 47, III.

Model: No. 14R12.

Model: No. 14R12.
Sedling Features: Equipped with 14
in. rectangular picture tube; built-in
directional Roto-Scope antenna; super-powered chassis; all-channel turret tuner; 1-knob automatic tuning;
age; automatic picture lock-in; intercarrier sound system; ratio-detector
FM sound; Alnico 5 speaker; tele-glo
reminder light; improved focus control; compact cabinet measures only
light, sugare; mahogramy plastic. 14 ft. square; mahogany plastic. Price: 'Under \$200."

Electrical Merchandising, Nov. 1950



SIGHTMASTER TV Console

Sightmaster Corp., 20 E. 15th St., New York 16, N. Y.

Model: Mandarin 19-in. model. Scelling Features: Unit composed of deluxe Sightmaster chassis; 12-in. speaker and full door hand painted Chinese cabinet; available in various color combinations.

Price: \$595; with Sightmirror, \$635. Electrical Merchandising, Nov. 1950



MAGNAVOX TV Combination The Magnavax Co., Fart Wayne, Ind.

Model: "Embassy" television-radiophono combination Selling Features: Utilizes Magnavox Big Picture system with 17 in, tube; built-in filter; Magnavox 103 chassis with 24 tubes including 2 rectifiers, Magnatenna; automatic synchronizing circuit; automatic signal leveler; and Magnavox "No Hazard" circuits; radio has an AM-FM short-wave chassis with 24 tubes including 2 rectifiers; and tuning eye; 3-gang condenser tuning; 15-in. Magnavox electrodynamic speaker and separate high frequency horn speaker; 3-speed phono automatically plays all size records; 18th century cabinet, mahogany finish. Prices: \$775 with picture tube: 550 Prices: \$775 with picture tube: 550 with Add-A-Television feature. Electrical Merchandising, Nov. 1950



EMERSON Table Rudio-Phone Emerson Radio & Phonograph Corp. 111 8th Ave., New York 11, N. Y.

Model: No. 672 table Phonoradio. Selling Features: Combines auto-matic 3-speed record player with superhet radio; employs all new Emer-son features; mahogany table model cabinet with lid.

Price: \$99.95

Electrical Merchandising, Nov. 1950



PHILCO Portable Radio Philco Corp., Philadelphia, Pa.

Device: No. 629 Philos portable radio. Seeling Features: Operates on a.c., d.c. or battery; built-in loop aerial; tunes entire AM broadcast band; 4 tubes plus selenium rectifier; Pentode audio system; permanent magnet speaker; plastic cabinet, perforated plastic grill, gold and white dial; available in teal green or maroon. Electrical Merchandising, Nov. 1950

RCA VICTOR Table Rudies

RCA Victor Div., Radio Corp. of America, Camden, N. J.

Models: 3 table models: X-551 and X-552; X-711.

X-552; X-711.
Selling Features: X-551 and X-552, two versions of "King Size" table radio in modern styled plastic cabinet; standard band AM; prominent tuning dial mounted on front of cabinet; gold-colored anodized aluminum ball feet; 4 tubes plus one rectifier. X-551, maroon; X-552, antique ivory.

X-711, an AM/RCA Victor FM model; dark maroon plastic cabinet with woven fabric front panel; large inclined slide-rule tuning dial; edge-lighted for each tuning; features separate built-in antennas for AM and FM; 6 tubes, 1 rectifier.

Prices: X-551, \$24.95; X-552, \$27.95.

Prices: X-551, \$24.95; X-552, \$27.95. Electrical Merchandising, Nov. 1950



DISPLAY AN ARMSTRONG With Your Gift Wares

Husbands and children will buy it for mother. Mother will use her Christmas money to get one. It's a real beauty, finished in gleaming chrome and white enamel. Portable - can be carried to any room in the house where ironing can be done.

SPECIFICATIONS

21" wide roll, Motor entirely enclosed. Thermostatic heat control. A red light indicates when current is on. Elbow control leaves both hands free to guide clothes. Non-slip rubber guard. AC current. Weight—30 pounds.

PRICED SO ANYONE CAN AFFORD IT!

GAS HEATER With Concealed Valve

It's a real safety feature. Makes it impossible to turn on gas by brushing against valve, which is behind small side door. A.G.A. approved. The air shutter is designed to resist dust clo-sure tendencies. Comes in brown vitreous enamel with maple trim, chrone dress guard and reflector. 19" high, 19" wide, 11" deep, 25,000 B.T.U. Shipping wt. 35 lbs. Retails around

No. 925-R for Natural and Mfg. Gas No. 925-RB for L.P.G. Gas



ORDER FROM YOUR JOBBER

or Write for Literature on our complete line of Electric and Gas Heaters, Portable Ironers and Lawn Sprinklers.

PRADUCTS CORP.

rors of Quality Products Since 1899 Dept. EM, Huntington 12, W. Ve.

WHEN IT'S AN MSTRONG DEPEND ON IT IT'S THE BEST OF ITS KIND

ELECTRICAL APPLIANCE NEWS

New Troducts

RADIO



S-W Portable Radio Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, III.

Model No. 9153-A "Turnabout" 3-way portable radio.

Selling Features: Combination portable and table model; carrying handle up makes it portable; handle tucked in makes it a table radio; forest green plastic case with French gold grille and brushed gold panel controls; 3way power a.c.-d.c. and battery; light-weight aluminum chassis; Alnico 5 PM speaker; 4 tubes, 1 rectifier; multi-loop antenna Price: \$39.95

Electrical Merchandising, Nov. 1950



STEELMAN Phonos Steelman Phonograph & Radio Co., Inc., 742 E. Tremont Ave., Bronx 57, N. Y.

Models: Serenader No. 325, Minuette No. 15 and Tisket-A-Tasket No. 25. No. 15 and Tisket-A-Tasket No. 25. Selling Features: No. 325, 3-speed portable deluxe phono plays all speeds and all makes of 7, 10 and 12 in records; Almico 5 PM speaker; 3 tubes, a 2-watt output, and a 1-tone arm with reversible cartridge; tone and volume control for good reproduction. 2-tone case of leatherette available in navy with grey; brown with tan, red and saddle or green and saddle. saddle.

No. 15, children's phono in new

type metal case has acoustic tone arm, off and on switch and needle cup; plays any 7, 10 or 12 in single speed

rpm record. No. 25, children's phono with volume control; plays any 7, 10 or 12 in. single 78 rpm record; features a 2



tube amplifier and heavy duty Alnico PM speaker; metal case with handles and lively decor.

Prices: No. 325, \$29.95; No. 15, \$9.95; and No. 25, \$17.95, (3-speed model \$24.95.)

Electrical Merchandising, Nov. 1950



WEBSTER-CHICAGO Record Player

Webster-Chicago Corp., 5610 Blooming-dale Ave., Chicago, 39, III.

Model: Fonograf No. 130

Selling Features: Plays all speeds and Selling Features: Plays all speeds and sizes of records manually; features a high-quality amplifier and a 4 x 6 in. speaker; heavy-flock turntable; banced tone arm for tracking of records; single needle adapted to all speeds and type of records; burgundy simulated leather case.

Price: \$39.95 Electrical Merchandising, Nov. 1950



TRAV-LER Record Players

Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, III.

Models: Nos. 7021, 7033 and 7036. Selling Features: No. 7021, portable automatic record player, has Webster-Chicago 3-speed automatic changer

Chicago 3-speed automatic changer in leatherette covered cabinet.

No. 7033, portable phono; deluxe single play 3-speed; 2-tone leatherette covered cabinet.

No. 7036, open top phono 78 rpm only; Mother Goose cabinet.

only; Mother Goose cabinet.

Prices: No. 7021, \$64.95; No. 7033, \$24.95; No. 7036, \$19.95; on Nos. 7033 and 7036, Anniversary special price includes approximately \$10. list value RCA Victor records—classical and popular for No. 7033, and childrens' unbreakables on 7036.

Electrical Merchandising, Nov. 1950.



How To Sell More Clock Radios

Aggressive merchandisers start with the assumption that every customer can be sold a clock radio. Then, enthusiasm and demonstration combine to pile up profitable volume.

"T'S all in the head" — seems to sum up the secret of successful selling of clock radios. If you think you can do it, you're in the money. If you have any doubts, you're licked before you start.

Sell Yourself First

It's easy to sell yourself on the fact that clock radios have unlimited sales possibilities. Look at the value you offer customers when you push clock radios. You're really offering three products for the price of one: a beautiful radio, an accurate alarm clock which wakes you the new way—with sweet music, and a dependable appliance timer. Use this fact as your sales approach and you'll stimulate plenty of interest.

Sell the Benefits

No other radio you can sell offers your customers so much of what they want. They want top-notch radio performance. Any of the clock radios illustrated on this page gives them that. They want a good night's sleep. A clock radio guarantees it . . . by lulling them off to dreamland with beautiful music. They want to get up on time in the morning. A clock radio with its built-in Telechron timer assures it and is a space-saver on the night table. They want to be sure of hearing their favorite radio shows or news broadcasts. A clock radio tunes them in automatically. They want accurate timing in the kilchen. A clock radio with built-in outlet turns appliances on and off at pre-set times. Promise all these benefits in your sales talk and you'll arouse desire for ownership.

Demonstration Is the Payoff!

After you've told your customers what a clock radio can do, show them how it works. All clock radio manufacturers provide you with excellent "spec" sheets. Study them . . and follow through. Show your customers how to operate the various knobs. Set all the knobs yourself . . . and, then, spin the hands so that the customer can see and hear what happens. Plug a lamp into the appliance outlet and show how the lamp goes off and on automatically.

How to Clinch the Sale

After you have demonstrated the clock radio, double back on your sales approach. Remind your customers that a clock radio is the best value you have ever offered . . . a beautiful radio, an accurate alarm clock and a dependable appliance timer . . . all for the price of a good radio alone. That's the clincher. It works. Try it and see for yourself!

Widen Your Market

Don't be satisfied with trying to sell just one clock radio to every customer. Try to sell one for every room in the house: bedroom, kitchen and living room.

Sell clock radios, too, as the ideal gift for any occasion. It's a Christmas Gift natural . . . beautiful . . . useful . . . appreciated!

In addition, a clock radio is in a class by itself as an economical group gift for showers and weddings. Every member of an office or shop group will be glad to chip in a few dollars each to give a clock radio to the lucky girl or guy who's getting married. Watch the society columns and follow through by mailing clock radio literature to the right party with an appropriate covering letter.

Speaking of Literature

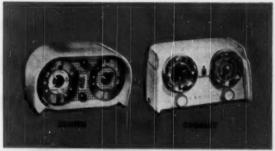
Clock radio makers supply plenty of folders and envelope stuffers to their dealers. Don't let them go to waste. Enclose them with bills or make special mailings so that all your customers and prospects will know that you carry clock radios.

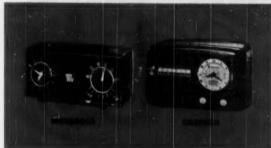
Tie in with National Advertising

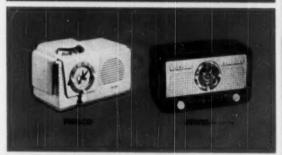
Time your local newspaper advertising to appear when national advertising of the clock radios you stock hits the newsstands. Your clock radio distributor or manufacturer will be glad to supply you with schedules and newspaper mats so that your local tie-in will be most effective.

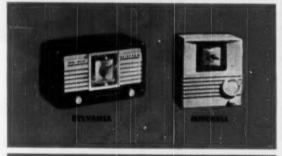
Don't Get Caught Short!

Now:..with your best selling season fast approaching...get ready for the clock radio gold mine that's yours for a little digging. Clock radio sales are already on the rise — cash in on this now. Order the clock radios of your choice from your distributor or manufacturer right away. Then, combine enthusiasm with demonstration to push clock radios to every customer who enters your store. Aggressive merchandisers know that it pays. Telechron Inc., 220 Union Street, Ashland, Massachusetts. A General Electric Affiliate.

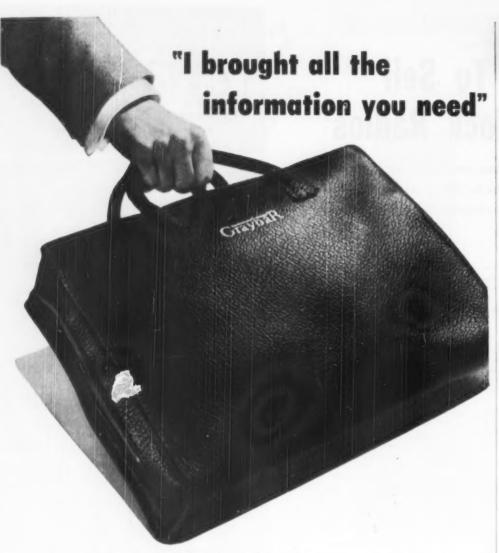












For real help in planning, ask your Graybar man

The Graybar appliance salesman who serves your area is well equipped to help you plan for the months ahead. He brings you reliable information — with recommendations based upon the knowledge of a solid, successful, nation-wide organization that distributes well-known lines of all kinds of appliances. He knows "what's cookin'" today, and can help you plan for tomorrow.

He's a specialist in appliance selling. He not only knows your local market but brings you the benefits of Graybar's coast-to-coast experience.

What's more, he has the qualities of dependability, stability, and fair-mindedness that you associate with Graybar. He values your good will—and he's too smart to risk it for a "fast buck". He takes the long-range view of your business.

Whether it's sales aids or delivery information you need, call your Graybar man. He'll give you the kind of help that's best for your business today and tomorrow.

Appliance Department
GRAYBAR ELECTRIC COMPANY, INC.
In over 100 principal cities
Executive Offices: Graybar Building, New York 17

Profitable lines...plus long-range help

GraybaR

GraybaR



RECORD PLAYERS



MUSIC MASTER Phono

Tone Products Corp., 225 W. 17th St., New York City

Model: No. 150 Music Master 3-speed Phonograph.

Phonograph.

Selling Features: Streamlined portable luggage type case covered in choice of pebble grain burgundy or brown wood grain leatherette; plays 7, 10 and 12 in. records; lightweight crystal pickup; high gain amplifier: Alnico 5 dynamic speaker; constant speed motor.

Price: \$19.95.
Electrical Merchandising, Nov. 1950



DYNAVOX 3-Speed Record Player

Dynavox Corp., 40-05-21st St., Long Island City 1, N. Y.

Device: No. 430 automatic, 3-speed

portable amplified phono.
Selling Features: Designed to play all
3-speed records in 7, 10 or 12 in, sizes:
110-volt, 60 cycle a.-c.; has built-in
compartment for 3-tube high gain
amplifier and 6½ in. Alnico V
speaker; unit may also be controled
from outside when lid is closed; variable volume controls; jewel pilot
light; deluxe 3-speed changer has
fidelity twist cartridge that is complete with 2 needles for standard and
L. P. records; plywood case covered
in DuPont Fabricoid and bound in
leather with leatherhandles.

Price: \$79.95.

Electrical Merchandising, Nov. 1950

SHURA-TONE Phonos

Irving B. Shurack, Inc., 1133 Broadway, New York City

Model: No. 300-C 3-speed console children's phono.

children's phono.

Selling Features: Plays all sizes, speeds on same permanent needle; 2-tube amplifier; Alnico PM speaker facing outside case so all records including 12 in. can be played with fid closed; wood cabinet with nursery rlynne washable leatherette covering. No. 100-C identical to 300-C except that it is for 78 rpm records only.

Prices: 300-C, \$39.95; 100-C, \$34.95.

Electrical Merchandising, Nov. 1980.

MANUFACTURERS OF APPLIANCES . RADIO . TELEVISION

It's not too late

to make this date

Dec. 5th

THE DEADLINE DATE FOR

ELECTRICAL MERCHANDISING'S

STATISTICAL AND MARKETING ISSUE

ELECTRICAL MERCHANDISING

STATISTICAL AND MARKETING ICCUR

January 1951

Now is the time for a manufacturer to check his advertising department and make sure he's all set to meet that date . . . the deadline for ELECTRICAL MERCHANDISING'S double-value January issue. Double value because, not only will this issue contain information essential to dealers throughout the year, such as individual product reviews, annual regional and national statistics, an analysis of a full line study made among 5,000 dealers, a report on the ever expanding farm market — but it has the important "plus-value" of . . .

The Issue ...

THAT'S USED THROUGHOUT THE YEAR

Last minute information on exhibitors at

CHICAGO JANUARY MARKETS

JANUARY MARKETS

Merchandise & Furniture Marts — January 8-19

Too much emphasis can't be placed on the importance of manufacturers notifying their dealers and distributors of their exhibits at these shows, giving them advance information on new lines and inviting them to visit their booths. This January issue will reach dealers and distributors at the right time—just before they leave for Chicago . . . and manufacturers' advertisements will be fresh in

NATIONAL HOUSEWARES SHOW Navy Pier -- January 18-25

their minds.

Remember — there is no more effective and economical method to build a brand name and reach everyone concerned with the merchandising of a product than through a consistent advertising campaign in the leading Appliance—Radio—Television trade publication. The effective way to start that campaign is in the January issue of ...



330 WEST 42ND STREET

A McGRAW-HILL PUBLICATION

NEW YORK 18, N.Y.

ELECTRICAL MERCHANDISING-NOVEMBER, 1950

PAGE 139



ORIGINAL PARTS

You receive all original parts because the washing machine manufacturers cooperate with these appliance jobbers to make this centralized service possible.

chines you service.

EXTRA PROFITS Your service department will show greater profits because of the time and trouble saved through getting all your parts from this one source.

BETTER SERVICE

You avoid the delays in waiting for parts from various sources, thereby giving your repair cus-tomers better service and pro-moting customer good-will.

LOOK ... FOR THE MEMBER

NEAR YOU

Master Electric Shop, Salt Lake City, Uteh
kron Washer Parts Co., Akron, Ohio
illied Electric Appliance Parts, Inc., Philadelphia, Pa.
merican Electric Washer Co., Cleveland,
Ohio

American Electric Washer Co., Cleveland, Ohio Appliance Parts Co., Indianapolis, Ind. Appliance Parts & Service Co., Seattle and Spekane, Wash. Appliance Parts & Service Co., Seattle and Spekane, Wash. Arcand's, Hartford, Conn. Googer Washer Parts, Inc., Sioux City, Iowa Datroit Appliance Parts Co., Detroit, Mich. Electric Appliance Parts, Waterbury, Conn. Finch's Washer Parts Co., Grand Rapids, Mich. Good Mousekeeping Shop, Boston, Mass. Gogher Appliance Co., Minneapolis, Minn. Hame Electric, Inc., Youngstown, Ohio Wallace Johnston Appliances, Inc., Memphis, Tenn. Wallace Johnston Appliances, Inc., Memphis, Tenn. Ray Janes Washing Machine Parts & Service Co., Denver, Cold. Rinker Brathers, Cincinnati, Ohio Mar Cane Appliance Parts Co., St. Louis, Mo. W. L. May, Co., Inc., Pottland, Ore. Midwest Appliance Parts Co., Inc., Chicago, Ill.

nnesate Appliance Parts Co., St. Paul.

Mareley's Washer Parts, Buffala, New York
Pearsal Appliance Corp., Cleveland, Ohio, and
Dallas, Peas.

D. J. Phelan Sons, New York, New York and
Processor Parts Ca., Alkran, Ohio
Pritchard Electric Co., Ohiahama City, Ohia.
R. and S. Parts Ca., Milwawkee, Wir.
Radia Electric Service Co. of Penna, Philadelphia, Pa.
Refrigeration Equipment Co., Kansas City,
Ma., Wichte, Kan, and Toptok, Kan.
Refrigeration Supply Co., Richmand, Va.
C. J. Roberts Engineering Co., Springfield,
Mass.
Servall Co., Detroit, Mich.
Shand Radia Specialties, Flint, Mich.
The C. W. Smith Co., Chicago, Ill.
Stare Electric Supply Co., Houston, Texas
C. E. Sundberg Co., Chicago, Ill.
Trible's Inc., Washington, D. C.
Wash Machine Parts & Service Co., St. Louis, Mo.
Washer Parts & Service Co., Pittsburgh, Pa.
Washing Machine Parts Co., Inc., Los Angeles,
Colif., Son Francisco, Calif., and San
Diego, Calif.
Wynar Parts and Service Co., Rochester, N. Y.

APPLIANCE PARTS JOBBERS ASSOCIATION, INC. A National Trade Association—Executive Office: Detroit, Mich.

NEW EQUIPMENT for your BUSINESS

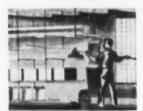


Clark Equipment Co., Industrial Track Div., Battle Creek, Mich.

Models: Electro-Lift and Hydro-Lift fork-lift hand trucks

Features: Electro-Lift, battery-pow-ered with motor drive; Hydro-Lift, gasoline engine-powered with hydraulic pump and motor drive; both models have short turning radius; short wheelbase; easy to operate in close quarters; motor mounted in drive quarters; motor mounted in drive wheel; ample power for peak loads on ramps; 14-in. drive tires; one rugged frame for both models; drive unit fully enclosed; large brakes; Electro-Lift has 14 h.p. G-E compound motor; hydraulic motor is mounted in same manner as electric motor

Electrical Merchandising, Nov. 1950



ADD-A-PAIR Shelf Hanners Ambler Distributors, Ambler, Pa

Device: Add-A-Pair shelf hangers. Detuce: Add-A-Part shelf hangers.

Featurer: Shelf hangers to increase storage space in retailer's store; patented construction permits addition of extra shelves to those already installed; in steel wire is used; multiple installations of hanger can hold 1,000 lbs. of stored equipment; shelves as wide as 12 in, may be created.

Price: In cartons of 24 pieces, (12 shelves) \$6. per doz. F.O.B. Electrical Merchandising, Nov. 1950



FASCO Drill and Tool Set

Fasco Industries, Inc., Rochester, N. Y.

Device: New Fasco drill and accessory tool kit.

Selling Features: Precision-built t in. drill for home and craft market fea-tures Jacobs geared cluck; double re-duction gearing for vibration-free op-eration; anti-fatigue pistol grip; 2-

eration; anti-tatigue pisco grip; 2-way trigger switch. 21-piece accessory tool kit includes a 7-piece carbon drill bit set; arbor adapter; grinding wheel; lamb's wool polishing bonnet; assorted grit sanding discs and buffing wheel, buffing com-pound; rubber mounting disc; wire steel scratch brush; paint mixer; hori-zontal drill stand and steel tool chest.

A portable circular saw included in special combination offer has a 4 in. chrome nickel blade which cuts rip or osscut up to 14 in.
Drill press has 4 holes in base for

ounting and drills to center of an 8 in. circle with 3i in. vertical travel. Prices: Drill, \$27.50; tool kit, \$12.95; saw, \$6.95; drill press, \$11.95. Electrical Merchandising, Nov. 1950



Social Security and Withholding Tax Chart Delbridge Calculating Systems, Inc., 2510 Sutton Ave., St. Louis, Mo.

Device: Revised edition of the Del-beridge social security and withholding tax chart which covers new tax rates effective October 1, 1950.

Features: Chart is a hinged-card, visible-index system; shows new with-holding deductions and the 1½ percent social security deductions; available in 4 editions for weekly, biweekly, semi-monthly or monthly payroll periods. Price: \$3.50.

Electrical Merchandising, Nov. 1950



DURA-THUMB Work Glove Richmond Glove Corp., Richmond, Ind

Device: All-purpose work glove. Device: All-purpose work glove. Features: Has wing-type all-leather "Dura-Thumb"; one continuous seam on back of thumb relieves stress at point where thumb meets palm makes for longer life. Made of gray cowhide with herringbone flanuel back; water-resistant cuff; seamless first finger; available in 2 types—with 4½ in. gaunt-let or with 2½ in. safety cuff. Electrical Merchandising, Nov. 1950



FEDCO Saw-Rite Federal Engineering Co., 37 Murray St., New York, 7, N. Y

Device: Saw-Rite No. 600 gear driven saw attachment for 1 in. drills

Selling Features: Quick-acting worm-driven clamp holds attachment in alignment with drill; Oilite bearings; angiment with drill. Onlite bearings, precision cut drive gears; aluminum housing; one-hand use; knob for use when 2-hand operation is desirable; cut adjustable from å in. to 1å in.; 4-in. diam. chrome nickel alloy steel blade.

Price: \$9.95.

Electrical Merchandising, Nov. 1950



WHAT THE FRANCHISE

MEANS

Inter-Company Letter THOR CORPORATION

To John R. Hurley

As you know, it was decided at last week's meeting of divisional sales managers that the only meeting or divisional sales managers that the only fair way to share our limited production with present Dear John: Thor Franchise Dealers is to stop all new franchising

As a result, no new Thor Franchise Dealers As a result, no new Thor Franchise Dealers

As a result, no new Thor Franchise Dealers

However, we expect to review

Thor Dealers

The program in language to see whether new Thor Dealers are being appointed now. However, we expect to review our program in January to see whether new Thor Dealers our program in January to see whether new Thor Dealers should be franchised in some cases to replace those who temporarily. We have made great progress since our Selective should be transmissed in some choses to repr

We have made great progress since our Select
Then over 20.000 Dealer Program began last rebruary. Then over 20,000 appliance dealers were handling Thor products. appliance dealers were nandling Thor products. Today less than 5,000 dealers hold the Thor franchise. less than 2 you dealers hold the Thor Tranchise. You and I have been hearing from lots of them since these letters t have been hearing from lots of them since these letters began to appear as our ads in the trade press. They like Degan to appear as our ads in the trade press. They like our franchise policy that protects their sales and profits. our franchise policy that protects their sales and profits.

They like our frankness in discussing problems that affect
their business Even when they "gring" about not getting They like our frankness in discussing problems that affect their business. Even when they "gripe" about not getting their business. Even when they "gripe" about not getting enough merchandise, they compliment our fairness in sharenough merchandise, that no Thor Franchise Dealer gets hurting what we make, so that no Thor Franchise Dealer gets hurting what we make, so Our program was over 90% completed when we stopped

our program was over 90% completed when we stopped it last week. Next January when the program is reviewed, we hope to be able to add a few more qualified dealers who want It last week. Next January when the program is reviewed, we hope to be able to add a few more qualified dealers who want the benefits and will assume the responsibilities of a Thor. nope to be able to add a few more qualified dealers who want the benefits and will assume the responsibilities of a Thor

Dealer Franchise





Traveling beam from tiny lamp makes tuning-in (and cashing-in) easier!

NEW convenience feature—new sales appeal, and at low cost, too! A tiny G-E lamp behind the dial panel of this new radio moves as the station pointer moves and clearly illuminates numerals for quick, easy tuning. Many other types of appliances, too, take on added convenience, safety, or novelty when equipped with G-E large, miniature, or glow lamps. They make your product stand out from the rest, help it sell faster and at a better price.

For help in selecting the best General Electric lamp for your product, consult your nearest G-E lamp district office. Or write Lamp Department, General Electric, Nela Park, Cleveland 12, Ohio.



You can put your confidence in-



Are You Legally Right?

CONTINUED FROM PAGE 57 -

tributorily negligent and, therefore, not entitled to damages.

Must Inspect

According to a recent higher court a company which maintains an electric line is legally bound to frequently inspect it and discover and repair dangerous conditions.

For example, in Kaufman v. Pittsburgh, 69 Atl. (2d) 90, it was shown that an electric company's line had been defective and in bad condition for a long period of time. A sag in the line rubbed against an electric sign on a store. The store building caught fire and its owner sued the electric company which maintained the line for full damages to his store and merchandise. The higher court held the electric firm fully liable, saying: "The testimony showed that the

"The testimony showed that the insulating wrapping around the line had deteriorated from long exposure to the weather and the logical inference was that the defendant (electric company) failed to properly inspect at reasonable times either the construction or the condition of the line."

Disability Compensation

According to a recent higher court an employee who sustains a permanent injury, while performing his regular work, may receive compensation under the State Workmen's Compensation Act although he earns more money after the injury than he had before.

For example, in Northern States Power Co. v. Industrial Commission, 30 N. W. (2d) 217, it was shown that

A smile is still the best instrument of public relations ever invented.

a salesman sustained an injury while lifting a refrigerator during a demonstration to a customer. The injury was a protruded intervertebral disc at the fourth lumbar inter-space. He was operated upon for this condition and a bone graft was placed on the spine. The healing period expired eleven months later. Soon afterward he was employed as a salesman at higher earnings than he made before the injury. The medical opinion stated that he sustained a 10 percent to 15 percent permanent total disability due to loss of motion in the spine. The Industrial Commission awarded permanent disability compensation equivalent to twelve and one-half percent. The case was appealed to the higher court on the argument that the salesman was entitled to no permanent disability payments because he now earns more money than he earned before the injury. The higher court approved the Commission's verdict awarding compensation, and said:

"The court sustains the commis-

sion's finding that applicant (salesman) was permanently and totally disabled from performing manual or other labor in his former employment or any other suitable employment."

Minor Can Rescind Contract

All higher courts agree that a minor may at any time rescind a contract and demand refund of all money he has raid.

For example, in Ferita v. Torrise, 61 Atl. (2d) 836, the testimony showed that a minor signed a purchase contract, and a few days later he decided to rescind the contract. The higher court ordered the seller to cancel the contract and refund to the minor the amount he had paid. The court said:

"The minor disaffirmed the contract. He is entitled to a recovery to which the law entitles him."

This same legal situation may arise when a seller makes a contract of sale with a minor who demands return of the purchase money after he has worn out the subject of the sale.

For example, in Elleson, 34 So. (2d) 813, the testimony showed that a minor only 17 years old purchased \$999.34 worth of merchandise on credit. He practically wore out the merchandise and refused to pay for it.

In subsequent litigation the higher court held that the minor need not pay the bill. This court explained that a minor never is liable on a contract, unless he elects to be liable.

Repayment of Advances

Considerable discussion has arisen from time to time over the legal question: If a salesman who sells electrical appliances on a commission basis receives weekly advances from his employer, must the salesman repay to his employer money "advanced" to the salesman over and above the amount of his earned commissions?

According to a recent higher court the answer is no. This is so because various higher courts have held that where a contract of employment provides for advances to the employee, which are to be charged to and deducted from the commissions to be paid to the employe, the employer cannot recover from the employee such excesses or advances unless the employer prover that the employee contracted or agreed to repay the amount of money advanced over and above the commissions earned by the employee.

For example, in Harold Co. v. Junglas, 88 N. E. (2d) 586, the testimony showed that a salesman named Junglas made a written contract with the Harold Co. to sell its products. This written contract provided that the company would pay to Junglas a weekly "advance" or "draw" of \$36. This was later increased to \$40, plus an agreed commission on all sales. The advanced weekly salary was to be deducted from earned commission payments. The company "advanced" the salesman several hundred dollars, but

(Continued on page 144)



Take that ounce of prevention! Replace the line plug with a genuine Spring-Action Replacement Plug—the sure way to be sure of positive contact even in a worn outlet. If you need a multiple outlet, use a Tapmaster Cube Tap. Or, if the line cord needs lengthening, use a Tapmaster Extension Cord Set. These products have Spring-Action Blades and Internal Contacts. With them, you'll get good connections any place, all the time.

MR. SERVICEMAN—Save yourself unnecessary service calls. Carry these three connections in your kit. Your jobber can supply them to you.

YOU CAN DEPEND ON THESE OTHER

ALLIED-SHELDON PRODUCTS

*FLASH ---

FLUORESCENT STARTERS

World's Largest Line— Automatic Cutout . . . Push-Button . . . Multi-Purpose . . . No-Blink

. . . Standard Types



Sheldon

2, 6 and 15 Amps. RECTIFIER BULBS Sheldon (

ALUMINIZED REFLECTOR

Infra-Red, Flood, Spot, Clear, Photoficod, Photospot, 2,000 Hour & Outdoor Pyrex Types



WRITE FOR YOUR COPY OF THE NEW ALLIED-SHELDON CATALOG DELIVERY ON ALL ITEMS ON THIS PAGE — Fair to Middlin'!

ALLIED ELECTRIC PRODUCTS INC.

68-98 Coit Street, Irvington 11, N. J.

Offices & Warehouses: CHICAGO 7, ILL., 426 5. Clinton 51. — LOS ANGELES 26, CAL., 1755 Glendale Blvd



Are You Legally Right?

CONTINUED FROM PAGE 143

his commissions were only \$35.35. Junglas refused to pay the difference between the advanced money and \$35.35 earned commissions to the company which sued Junglas to recover this amount, plus interest.

The higher court held that Junglas need not repay the company and said:

"The record is totally lacking in evidence of any promise or agreement by Junglas that he was to be obligated to repay any amount of advances over earned commissions. The record is devoid of any evidence of conduct from which such an obligation could be implied."

Also, see Anagnosti v. Almy, 252
Mass. 492. Here the contract provided
that the salesman was to have a
drawing account of \$100 per week,
which shall be charged against his portion of said net profits."

The salesman drew \$1,500 more than his earned commissions.

In subsequent litigation the higher court held that the salesman need not repay this amount to his employer. This court held:

"Advances by employer in excess of commissions earned by employee are not recoverable by employer, in absence of agreement to that effect, expressed or implied."

Extension by FCC Upheld

Recently a higher court decided definitely that the Federal Communications Commission has jurisdiction to extend the time allowed for construction of a television broadcast station. In other words, failure of a company to complete construction of a station within the time specified in the permit will not forfeit its right to complete the work where the testimony shows that the Commission granted an extension of time.

For example, in United Detroit Theatres Corp. v. Federal Communications Commission, 178 Fed. Rep. (2d) 700, it was shown that the United Detroit Theatres Corp. applied for a six months permit for construction of a television broadcast station in Detroit, Michigan. The corporation found itself unable to complete its station within the designated six months and before expiration of six months applied for an extension of time. The Commission granted the application without a hearing.

In the meantime another company applied to the Commission for a permit to operate on the same channel previously intended for the United Detroit Theatres Corp.

In subsequent litigation the higher court upheld the Commission's decision, saving:

"We conclude that the failure of the Commission to consider appellant's (United Detroit Theatre Corp.'s) application in its normal routine turn was not arbitrary or capricious but was within permissive administrative discretion . . if there remain available channels to which the applicant may be assigned.

End

Detroit Range Sales Upped By Wiring Promotion

Detroit Edison's move smashes bottleneck in appliance promotion

A^Γ the Chicago meeting of the Edison Electric Institute last spring, one of the main topics of discussion in the lobbies and the Yacht Club was the newly-launched range promotion policy of The Detroit Edison Co.

The success of The Detroit Edison Co's range program speaks for itself. During the first 3½ months of this program, 7,117 range installations were completed in the Detroit Edison service area, which is more than the 6,456 completed during the entire year of 1949. The pace is continuing and installations have repeatedly reached 900 a week with the dealers selling about 95 percent of these.

The genesis of the plan lay in The Detroit Edison Co's realization that installation costs were one of the biggest obstacles in the promotion of the electric range. To remove this obstacle, \$599,000, which had been earmarked by the company for general promotion, was re-allocated to the installation of ranges, while the manufacturers, distributors and dealers took over the responsibility for local promotion. They have done an outstanding job. Their activities have included advertising by radio, over television, through the newspapers, dealer sales training, customer cooking demonstrations, theater cooking schools, window displays and trims, billboard advertising, direct mail and pass-out pieces, and many others.

Promotion Follows Studies

The company's decision to promote ranges was guided by a series of market and load studies of all major appliances. The studies indicated that the electric range was not a desirable load as such, even though the annual revenue per range is about \$27, since the range peak coincides in many instances with the system peak. This study indicated the average kw-hr, use per range was 1,286 and that the load of the 221,000 ranges in service at that time represented 18.5 percent of the Detroit Edison Company's domestic kw-hr, use.

The series of studies also indicated that the range was the prime sales



"IRON CURTAINS! IRON CURTAINS! THE WHOLE



leader. The electric range, serving as a bellwether, would sell the customer other load-balancing appliances which would all in the valleys.

The saturation of other major appliances owned by the range owner as compared to appliance saturation of other customers was as follows:

Range Custo	omers All	Customer
99.4%	Refrigerators	86.5%
5.1	Clothes dryers	1.5
16.2	Automatic washers	11.3
16.6	Water heaters	6.8
25.3	lroners	14.3

Then, too, the commercial men of Detroit Edison were already aware that other fuels were highly competitive. In the Detroit area, gas was used by 84.5 percent of the domestic customers; 13.5 percent used electricity; and the balance used other fuels. The total number of ranges in service in the Detroit Edison Co. service area was 221,000, of which 70,435 were in the Detroit area, 124,654 were in the suburban non-farm area, and 20,831 were on the farms. The over-all goal of the promotional campaign provided for an increase in range saturation to about 38 percent, or an increase of about 100,000 ranges.

The results also indicated that the market for electric ranges should be directed at the moderate economic levels of customers since the range saturation among these customers was considerably lower than that in the upper economic level.

E. O. George, Edison's assistant commercial manager, voiced his conclusion that "A 40-inch, \$149.50 range competes most effectively in the campaign directed at the moderate income levels as well as against bottled gas competition."

The rest is history. The grapevine has spread the story of The Detroit Edison Co. campaign, and already other utilities have plans similar to this. Range wiring costs have indeed proved to be the bottleneck that is restricting range sales.

End





EMPIRE "Aristocrat" Electric Teaster

For golden brown toast—"just the way you want it"! Smartly modern—lustrous chrome finish—flat top for keeping toast warm. Toast turns automatically by flipping doors. Extra large element, Listed Underwriters' Laboratories.

No. 769-To Retail at \$4.50

New EMPIRE Sandwich Toaster & Waffler

Combines beauty of design with utility. Tocats 2 large or 3 small sandwiches fries bacon. eqgs. griddle cakes grills steaks and chops at the table. Removable and interchangeable waffle grids. Chrome finished



No. 788 Retails at \$11.95

Ideal for sportsmen, motorists, vacationists, 2 lights extra brilliant side light and top flood light. Exclusive pivot base spots beam up or down. Twin switches for lighting one or both bulbs at same time. Ball and side handle.

Ne. 870—\$4.35 Retail









THE METAL WARE CORPORATION

NEW YORK

WO RIVERS

Room 1411A Merchandise Mart



WEST BEND









A SECURIC OVENETTE. First of its kind.

This brand new baking and roasting appliance bakes pies or cakes and prepares roasts anywhere there is an AC outlet. It is complete with 11 baking accessories and electric cord. Cover has special heat indicator. \$16.95 retail.

ELECTRIC BLAN POT. Winning friends everywhere. This smooth-looking 2 quart bean baker provides that delicitus old for preparation of the grand for preparation of the grand foods, too. Has ceramic por and chromed sized base that can be used separately \$6.95 retail.

D 48-CUP COFFEE MAKER. There's al.

ELECTRIC CORN POPPER. On the appears enough coffee. That is, with this plance his parade. This aluminum popper with separate base is an ideal companion to TV. makes crisp flight poposon that parade allass gauge, no drip fancet, lascover lets you see the corn as it pops. high-low-off heat control. \$52.50 retail.

LOOK FOR West Bend's big Christmas promotion on appliances and gift ware with full pages in full color in Better Homes & Gardens and House & Garden for December Note the half page on FLAVO-MATIC in Life for November 27, 100.

WEST BEND Maminum Co.

Don't Short-change Yourself on Depreciation

CONTINUED FROM PAGE 77

are reluctant to invest in more modern replacements because they do not want to reduce their profits in subsequent years with depreciation charges on the new assets. This is short-sighted business policy. Old or obsolete equipment, whether a truck, servicing unit or a store front, indirectly increases the overhead ratio to sales because it does not produce a maximum sales volume, whereas modernized replacements keep volume in the topflight brackets and the overhead ratio to sales at minimum. even when the depreciation charge-off on them is included in the burden.

7. Disregard the purchasing medium at the time the depreciable assets are acquired. Miller assumed that because he had paid cash in a previous year for modernization this absolved him from charging up depreciation in sub sequent years. Whether a depreciable asset is bought for cash, open credit or on time payments has nothing to do with the depreciation charge, neither is the charge limited to the year of purchase. Miller thought that inasmuch as he had paid cash for the new his financial standing was not affected because he had \$5,000 less

cash and \$5,000 more in fixed assets on his books, just a transfer from one asset account to another, but if these assets are listed at cost indefinitely, his financial position will be impaired.

8. Never increase or decrease the original cost of a depreciable asset. This will distort your business costs, your pricing and net worth and it may cause trouble with the income tax office.

Thousands of dollars are lost by electrical appliance dealers every year because they do not take enough depreciation or they overlook it entirely. We know dealers, even those who watch their costs carefully otherwise. who do not include any depreciation expense in their overhead or do not include an adequate amount. Depreciation is an internal expense. You won't get a bill for it. You've got to bill yourself and make sure that you charge enough. In the trying days ahead, with higher taxes looming, the dealer must manage every element of business operation with maximum efficiency to make sure that he plugs every loss-leak. One operating element that he cannot afford to overlook or mishandle any longer is depreciation. End

Selling Refrigerators Farm-to-Farm

CONTINUED FROM PAGE 56-

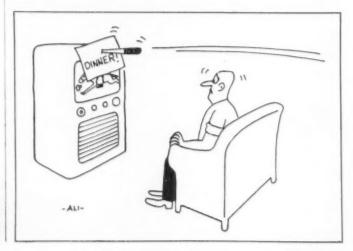
much persuasion to show a farm woman how the weekly or monthly payments on a refrigeration machine can be met with less money than the delivery of ice to rural sections remote from an ice factory, or that weekly payments on an electric washer are less than wages she has been paying weekly scrub-board help.

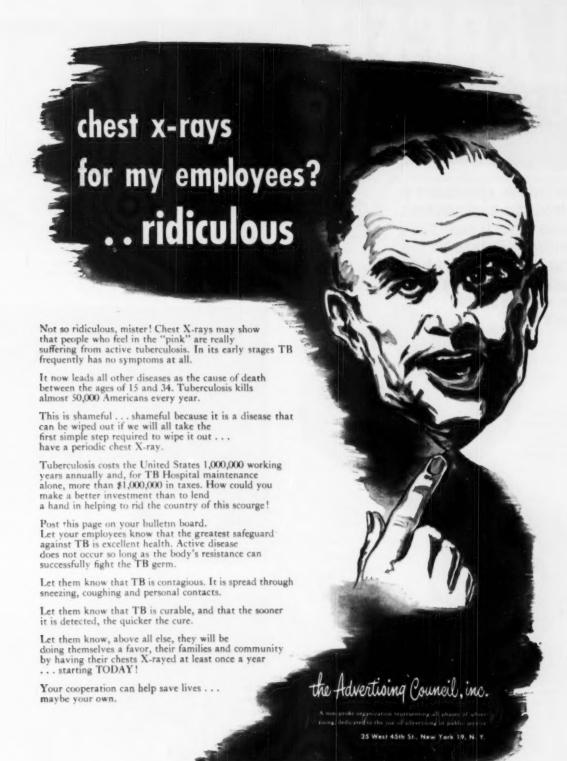
Washers, as well as refrigerators are carried along on every trip, but ranges and other major appliances are brought out only if the prospect expresses a buying interest from the sample book illustrations that are shown her. Most of these other "heavies" demand special installation and they cannot be demonstrated in a kitchen as

readily as a refrigerator or washer.

In selecting Troutt to promote sales in North Sumner County where most of the REA lines have been built, Modern Equipment wisely picked a man who had grown up in that section and was well liked. Having a wide acquaintance in a territory is a great asset in anybody's sales program. Troutt is widely familiar with most of the farm families he contacts, their financial rating, and the conditions that spell out the keenest demand for the appliances he has to sell.

In support of Troutt's refrigeration travels Modern Equipment runs weekly display ads in the Gallatin papers and radio spots daily at 10 A.M.





Homemaker Parties Catch

LARGER UNIT SALES

For the first time, a manufacturer of non-electric kitchen appliances makes it possible for you to handle such a line *profitably!* The larger unit sales resulting from the new Swing-A-Way gift packaging are what you've always wanted in a kitchen appliance line.



GIFT PACK No. 1 Ice Crusher 1109W with Refreshment Sheker. Cabinet Model Can Opener 1209W.



Colorful gift-day medallions on the corner of each pack affract customers more sales. Medallions for each gift day.

- GIFT PACK No. 2 Can Opener 609 and Knills Sharpener 809. Such to White, Red or
- Nationally Advertised
- Extra Point-of-Sale Attention
- Designed for Lasting Home Use
- No Extra Cost to You or to Consumers



SWING-A-WAY MANUFACTURING CO.

4100 BECK AVENUE . ST LOUIS 16, MO

CANADIAN REPRESENTATIVE FOX AGENCIES LTD. PORT CREDIT, ONT.



LECTURES and demonstrations are put on by economists from Union Electric, St. Louis utility, who stress convenience of modern appliances.



FINALE of two-hour functions is bidding by women on appliances. Tom Lane acts as auctioneer, keeps bidding in spirit of fun.



BIDS are recorded by women on paper, are later turned over to dealers as leads. Local dealers usually accompany neighborhood groups.

CONTINUED FROM PAGE 69_

store. We turn over to him the leads we get. It is a big promotion for him right among his home folks.

"Second, the deal establishes good public relations. Right now we are booked throughout the year with women's organizations. They must like it or they wouldn't go for it.

"Then we get a chance to demonstrate the proper use of our appliances under most favorable conditions."

Women's Clubs Make Money

How the whole show is managed was explained by Jim Davis, who is advertising and promotion manager for the house.

"A woman's organization making a date with us is given a bundle of tickets to sell. They move them with their members for the price they believe they can get. 50¢, 75¢ or \$1—one outfit just made \$84 for its treasury. The fact that this is so popular with women's organizations is due to the desire of these various groups to have something interesting on their programs, something that will relieve them of the load of preparation. It gives them a chance to raise money. One proviso is that there must be at least one hundred women in the group.

Cost Shared

"The cost of the lunch is shared with the food producers whose products we put in packaged form on the tables. The demonstration by the Union Electric home economist carries no advertising. By having the housewives themselves read the commercials, we get a feeling of participation, and the prizes stimulate their eagerness. Lest of all comes the bidding and in the excitement of the auction, women frequently reveal desires that they would not put down if the questionnaires were placed in front of them at the beginning."

Bookings for the parties, which occur twice a week, are made directly with Westinghouse Electric Supply. With the knowledge that actual sales are made and a hat full of prospects are turned up, dealers are enthused by the proposition.

The only cost to the dealer is six months of car card advertising, which declares him in on the deal.

Plan Combines Popular Appeals

It is estimated by Mr. Cox that less than two percent of the women attending the luncheons are repeaters. Most of them carry the news home to their own clubs, which, as a result, ask for dates.

A little from "Queen for a Day," popular radio program, a little from the food testing lunches and a bit from the cooking schools have been whipped together to make an effective program. Westinghouse Supply thinks it is worthwhile because it increases the value of a Westinghouse franchise in the minds of local dealers. And the latter think it worthwhile because an average of four sales result from each party.



when it comes to the new model Gaffers & Sattler ranges. Burner flames can be tuned like radio to any volume; the G & S Char-Glow broiler brings barbecue cooking into the kitchen; griddles have heat diffusers that prevent hot spots; rear top burner grates have center plates to handle baby bottles and small cups. Every convenience!

And, climaxing all, is the roomy, even-heat oven that roasts and bakes to perfection. Kingpin of the range, it is Wilcolator-controlled—to assure peak performance day in and day out.

Yes, Wilcolator Oven Heat Control is specified by Gaffers & Sattler because it means precision cooking at a touch of the finger tips—time saving and economy too.

Just consider: The exclusive Wilcolator "Uniflow" valve promotes exceptionally fast preheat, and exact cooking temperatures are so faithfully maintained that gas consumption is minimized. Happily, also, from the service viewpoint, Wilcolator is so easily serviced that costly, time-consuming calls are eliminated.

Take full advantage of modern cooking magic by selecting a range line that is Wilcolator-equipped. You'll find it will result in increased customer satisfaction, faster turnover . . . bigger profits.



SOME WELL KNOWN GAS RANGES USING WILCOLATOR FOR PRECISION CONTROL

Autocrat Coleman Copper-Clad Crawn Detroit Jewel Enterprise Estate Garland Grand Hardwick Hart Kalamazee Maytog McClary Nerge Prizer Real Host Roper Royal Rose Tappan Universal Welbilt Western Helly Wincreft



EUREKA APPOINTS

-in sixty

New Eureka Program Provides for Greatly Increased Number of Distributors for

EUREKA Cleaners
and waste-food DISPOS-O-MATICS

Tremendous Eureka Newspaper Advertising by Distributors Produces Amazing Results!

In the powerful Ft. Worth "Star-Telegram" during the hot weeks of early August, over 4,200 lines of the most effective type of promotional advertising was run on the sensational new Eureka "3 in 1" Wonder Cleaner, by Vergal Bourland Home Appliances, new Eureka Distributor. The response by telephone and coupons was positively unbelievable.

In Norfolk, Virginia, the new Eureka Distributor, Prices, Inc., ran 4,200 lines of the identical same Eureka "3 in 1" Wonder Cleaner promotional advertising during the hot weeks in early September. Here, too, the response was immediate and tremendous.

> Similar big Eureka promotional newspaper advertising is being run in Joplin, Kansas City, Louisville, Shreveport, Springfield, Mo., Waco, Wichita Falls and Wilkes-Barre by the new Eureka Distributors appointed for those trading areas. Eureka retail dealers in those areas are certain to profit by this tremendous newspaper advertising.

THE THREE GREAT NEW EUREKAS A Complete Cleaner Department

Three New Eureke Cleaners, that's all you need ...
end you're in business! Low cost inventory—hat
merchandise—quick sales—big profits.

NEW MODEL

TANK

Papular Priced, powerful, oil ties and excellent set of clanning tools

NEW MODEL "700

Super-powered, all steel, no long to empty, and complete set of



IO NEW DISTRIBUTORS

days!

Each and every one the "Who's Who"

in aggressive appliance merchandising
in their respective trading areas

- 1. FT. WORTH

 Vergal Bourland Home

 Appliances Inc.
- 2. JOPLIN

 Mardick Distributing Co.
- 3. KANSAS CITY

 Acme Stove and Electric, Inc.
- 4. LOUISVILLE

 Gas and Electric Shop
- 5. NORFOLK Prices, Inc.
- 6. SHREVEPORT

 Ark-La-Tex Wholesale Co.
- 7. SPRINGFIELD (MO.)
 Turner Distributing Co.

WRITE or WIRE

For Full Information on Our New Distribution Plan. Eureka Williams Corporation Bloomington, Illinois

- 8. WACO
 Modern Appliance Co.
- 9. WICHITA FALLS
 Household Appliance Co.
- 10. WILKES-BARRE Home Utilities Co.





THE SENSATIONAL BUREKA WASTE-FOOD DISPOS-O-MATIC, with exclusive hammer-mill grinding action, is now available to distributors of Eureka Cleaners. Sales to home builders, who are including disposers as standard equipment, offer dealers and distributors a tremendous opportunity for new profits.

a New Kind of Cleaner

EUREKA DISPOS-O-MATIC

The PRESENT is the time to protect your FUTURE market

For the present, "business as usual" is a thing of the past.

But there won't always be a "national emergency." The time will come again when old-fashioned competition will replace shortages and allotments.

The wise business man will prepare for that time. NOW by maintaining — and strengthening — one of the most vital aspects of his business — his TRADE RELATIONS.

For that reason alone the January 1951 NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT assumes a greater importance than ever before.

There is no better nor more efficient way to learn what your industry is doing and thinking to face the hard business facts for 1951 and the years to follow.

There is no easier nor more time-saving way to learn about prices, deliveries, new products and policy changes.

HATIONAL HOUSEVYARES and home appulate MANUFASTURERS EXHIBIT

JANUARY 18-25, 1951
(Thursday Thru Thursday)

NAVY PIER CHICAGO, ILL.

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

EXECUTIVE OFFICES: 1140 MERCHANDISE MART CHICAGO 54, ILLINOIS, PHONE: DELAWARE 7-8585

Service Without Profit

CONTINUED FROM PAGE 72-



FINISHING equipment and materials represent an investment of about \$400. Store's one full-time finisher makes \$78 a week. Extra finishing work is given to a part-time worker.

The hard-white serviceman provides his own transportation at Winter's, but for every ten miles shown on his speedometer (checked daily), the store grants him pay for a gallon of gasoline.

He also provides his own tools, such as pliers, screwdrivers, Allen wrenches, Phillips screwdrivers, and so forth.

"We provide the special tools," says Mehler, "like special equipment for disassembly, such as gear-pullers. Every product manufacturer supplies these. If they become broken we replace them through the company behind the product. About 75 percent of them are guaranteed."

Some special equipment, such as sensitive oven temperature instruments, electronic thermo-couplers, etc., the Winter Co. buys as overhead ex"This kind of equipment is used in isolated cases, and always in the shop," declares Mehler. "It's for the customer who wants 'scientific' checking of faulty appliances. As to our investment, the store's, it hardly runs to \$100 annually in such equipment. Most such instruments last for years, and the last time we bought anything of this nature was a year ago. Altogether, we've several thousand dollars tied up here."

The hard-white mechanic picks up his service order, makes the call, and if the appliance is small enough to handle and must be brought in for special equipment, he brings it back to the Winter Co. Otherwise he fixes it on the spot and completes his report.

A serviceman can get \$1.25 an hour, if out on a warranty call. On a C.O.D call, he gets 10 percent of the parts



TOOLS OF THE TRADE are furnished by appliance servicemen, with exception of special tools like gear pullers. This kit, built up over several years, represents a big investment of the serviceman's own money.

sale, and two-thirds of the labor charge. He works six days a week, eight hours a day, to put in 48 hours for his basic "draw" of \$50. Any time over that is on his incentive or bonus drawing. Bonus pay is figured on a percentage basis of store gross.

What are service charges?

We rate hard-white service at \$3 an hour, and a minimum charge of \$2.50-you know, in and out in a couple of minutes," explains Mehler. "As to electronic servicemen, their operation is basically the same, except that for a long time we charged \$4 an hour for service.

"This rate was set by a local radio association, but it brought so many complaints that it was hurting overall business and we dropped it to \$3 an hour."

The two stock crib men, manager and assistant, receive base pay of \$65 and \$55, with time-and-a-half for overtime. Over 10,000 hard-white parts are stocked and are constantly inventoried and catalogued by the crib manager.

Electronic Tools Run High

In special equipment for the electronic serviceman's bench work, Winter Co. has invested from \$9,000 to \$10,000, charged up to overhead operation, replaced or added to as required.

The one-man finishing department (everything is uncrated, inspected. touched up if needed, before delivery) operates with an investment of about \$400 in equipment (spray gun, compressor, etc.) and the finishing man receives a salary of \$78 a week. Any outside, part-time work is on a standard hourly rate.

"This leaves the 'set-up' or labor group, which we pay according to local union scale—even though none of them belongs to such a union," points out

Mehler.

"These workers also figure in an overall incentive plan, for the entire store, that amounts to profit-sharing and helps to keep everyone happy at his work. If an employee completes a quarter year of work, he's in for this profit bonus, figured percentage-wise from the overall company gross.

"Such profit-sharing pay runs all the way from \$4 or \$5 to around \$100 quarterly, according to service records."

Deliveries Farmed Out

Delivery and pick-up work, explains Mehler, was handled by the company until last February, when it got to be such a headache that it was decided to contract the work. The Winter Co. now pays an average of \$3,000 a month for trucking.

Antenna installations are farmed out, too. There are flat rates for about five standard installations, and if the store sold the appliance being serviced, it figures to make about 10 percent on the standard rate charged, according to Mehler.

The Winter Co. doesn't advertise its service department. It's part of the store, something like a backbone for

the all-out selling activities. The Winter Co., says Mehler, doesn't make a profit on its service, but is prospering because of it. End



HOUSEHOLD HITS HOME

HOME FAMILIES PLAN HOME EDITORIAL CONCENTRATED IN THE HOME TOWNS OF AMERICA!

Capper Publications, Inc.

Topeka, Kansas



When two heating elements are used, high heat element is automatically cut in when thermostat calls for heat. When set temperature is reached, main contacts are automatically broken and low, or holding temperature element is cut in to function until drop in temperature again calls for heat. Write for catalog.



Set Makers Attack FCC Color Rule. Warn that Color Has Not Arrived

Sarnoff calls system unsound; others foresee poor public reception for CBS

The FCCs decision to allow CBS color television to get underway on November 20 drew immediate and vocal protests from the nation's leading television receiver manufacturers.

Among the first to go on the record in opposition to the FCC move was Brig. Gen. David Sarnoff, chairman of the board of RCA who called the decision "scientifically unsound and against the public interest". He emphasized that "RCA continues maintain its position that the public interest can only be served by the adoption of standards which provide for a color television system which is compatible with existing sets.

William Balderston, president of Phileo Corp. warned his firm's dis-tributors that "color television has not arrived. Black and white is and will continue to be the basic system of commercial television for years to come Philco believes that the presently proposed system with its awkward me-chanical whirling disc and small size pictures is entirely unacceptable to the public and that the only color television the public will buy in volume is that which keeps pace with current electronic developments in black and

Robert Galvin, executive vice-presi-dent of Motorola, Inc., predicted that when "the public fully understands the complexities (of the CBS system) interest in this kind of color reception will quickly die."

Admiral's Ross D. Siragusa predicted that "CBS will fumble along for a few months after which time a compatible electronic system which can he utilized by present receivers will be perfected. Then CBS receivers will

Seconding this view was William J. Halligan, president of Hallicrafters, who said: "We know that in time some all-electronic system of color will eventually come to commercial fruition to obsolete the very limited whirling disc system that is now being thrust upon the public. We applaud the fact that the former chief engineer of the FCC, now a commissioner, cast one of the two dissenting votes in this de-

A new slant on the controversy came from Joshua Sieger, Freed-Eisemann vice-president, who pointed out that the CBS system was tested and rejected many years ago in British lah-oratories as unsuited for home use. Since that time, Sieger continued, the system has been investigated by hundreds of independent television engineers and research organizations but has been given up because of its basic limitation

An extreme picture of what the FCC decision might mean was painted by John Meck, who said: "Next spring the most popular tube size will be 21 inches. The whirling disc needed to produce color pictures from this tube would have to be about 54 inches wide To rotate fast enough to produce clear color, such a disc would have to revolve at the rate of 50 miles an hour at its circumference."

The National Assn. of Electrical

Distributors warned that the decision mild "unset the entire industry and work against the public interest." Crosley's John W. Craig, speaking

before the Boston Conference on Distribution, summarized the color ques tion as this: "Does the American pub-lic need and want color television so much that we should rush into a system which would require adapters for receivers already in use; which would provide an inferior picture, and would have limited possibilities for further improvement? Or is it in the best public interest to continue our study of other systems which will permit the reception of color programs in black and white by receivers already in American homes without any addition or change, provide an equally good picture, and offer far greater oppor-tunities for improvement?" He continued, pointing out that the Commission's action "is not the final word The system will have to stand or fall on its own merits competitively. There is serious question whether overcome its limitations sufficiently to be put to practical use.

Radio Royalty

There's royalty in the radio

industry now. Peter L. Jensen, president of Jensen Industries, Inc. received the Order of Knight of the Flag from King Frederick on a re-cent trip to Denmark. The first person ever to speak over a radio and the inventor of the dynamic loud speaker, the pubic address system and the electric phonograph, Jensen was honored by the monarch for his contribu-tion to the field of radio.

A book based on Jensen's life has been published in Denmark.

2

Toward Two Million



F. S. CORNELL, right, division manager for A. O. Smith Corp. accepts congratulations from marketing director J. F. Donnelly as the 1,000,001st ater heater comes off the line, in the firm's Kankakee, III., plant.



CORY CORP. president J. W. Alsdorf shows off his firm's expanded line of coffee making equipment. Cory last month purchased assets of Nicro Steel Products, Inc., pioneer manufacturers of stainless steel coffee makers.

Nicro Steel Products Sold to Cory Corp.

Cory Corp. last month purchased the assets of Nicro Steel Products, Inc., and announced that the acquisition made it the "largest manufacturer of coffee brewing equipment in the world."

Nicro will be operated as a division of Cory Corp. A sister company of Nicro, Flavor-Seal Cookware, Inc., was also purchased by Cory but will be reorganized as a separate corporation and become a Cory subsidiary.

Nicro was the originator of home stainless steel coffee making equipment and, according to Cory Corp., has led the stainless steel coffee equipment field in sales since 1947. The Nicro lines will complement the Cory glass coffee maker products.

The move climaxes a substantial expansion program begun by Cory in 1942 when J. W. Alsdorf became president. Originally manufacturers of only glass coffee makers, the firm now produces small electric and gas cook stoves, electric knife sharpeners and dishwashers. Fresh'nd-Aire Co., a division of Cory, manufactures electric air circulators, heater fans and room humidifiers.

The basic distribution channels of Cory and Nicro will remain the same. Flavor-Seal products will be made available to wholesalers; heretofore they have been sold only on a house to house basis.

Vermont Utility Names Durgin Executive Vice-President

Harold L. Durgin, vice-president and chief engineer of Central Vermont Public Service Corp., Rutland, has been elected executive vice-president of the company. Durgin has been with the firm since its organization in 1929 and prior to that had been employed by Central Maine Power Co. and by New England Public Service Co.

Forest A. Walker, Inventor Of Dishwasher, Dies at 74

Forest A. Walker, 74, inventor of the automatic dishwasher, died September 9. As early as 1906 he had invented a hand-operated dishwasher. He later developed an electrically-operated model which he sold to General Electric in 1930.





A Bird in the Hand May Bring Two Out of the Bush

And a sale today may bring you two tomorrow. Help the lady buy the freezer that best suits her family's needs, and her satisfaction and enthusiasm will give you an "in" on her future purchases. The competition for her dollar goes on even in a seller's market. That's why a well-made product, such as a Fiberglas* Insulated range, is a wonderful decoy to bring her (and her friends) back to your store . . . for anything from another appliance to a complete kitchen or laundry. Owens-Corning Fiberglas Corp., Dept. 104-K, Toledo 1, Ohio.



SCLAS INSULATION MADE

FIBERGLAS

APPLIANCE INSULATION

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of ar with glass fibers.

FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

A SWELL FEATURE TO SELL!



TOASTSWELL CO	OMPANY 1 Ave., St. Louis 10, Mo.
Gentlemen: Please send me cor 4-slice toaster and	mplete information on Toastswell's new 2-slice toaster, also the
I am a dealer	distributor
Name *	
Company	
Address	
City	Zone State

Manufacturers' Sales **Appliances and Radios**

	MAKERS	(Metal	and	RANGE	S	
Glass)				(NEMA	Member Sales, No	ot Industry)
	Member Sales,		rtry)	August	1950	132,243
August	1950	12	8,605		1949	. 66,753
August	1949	3	1,104		1950	
	1950		5,116		1949	599,915
	1949	20	3,330		e versus 1949	
	e versus 1949				1950	+98.11%
	1950			8 Mos.	1950	+77.02%
Mos	1950	+120	1.03%	DEEDIG	ERATORS	
RYERS	, CLOTHES				Member Sales, No	at Industry)
Member	s, American I	Home Le	undry		1950	
Assn.)				August	1949	314,839
August	1950	3	2,318	8 Mos.	1950.	
August	1949		5,526		1949	
	1950		3,745	& Chang	je versus 1949	
Mos.	1949.	4	6,438		1950	+64 64%
	e versus 1949				1950	
	1950	+484	1.84%	0 11103		1 10.0070
Mos.	1950	+295	68%	ROAST	TERS	
GOOD	MIXERS			(NEMA	Member Sales, N	ot Industry)
	Member Sales,	Not Indu	atry)	August	1950	41,792
	1950		5,520	August	1949	20,918
	1949*.			8 Mas.	1950	229,438
	1950	27	8,993	8 Mos.	1949	161,349
Mos.	1949°			% Chang	je versus 1949	
Not ave	ilable.			August	1950	+99.78%
REEZE	RS, HOME	ND FA	RM	8 Mos.	1950	+42.19%
	Member Sales,					
	1950		16,753	TOAST		
	1949.		15,384		Member Sales, N	
Mos.	1950	40	8,808		1950	
	1949			August	1949	237,945
	e versus 1949			8 Mos.	1950	1 977 765
	1950	+11/	4-010%			1,677,703
	1950.				ge versus 1949	
					1950	
	RS, CONVE	CTOR	AND	8 Mos.	1950	+10.16%
RADI				VACU	UM CLEANERS	
	Member Sales,				estimate by Vac	
August	1950	- 11			Assn.)	
August B. Mar	1949	00	14,923			341.232
	1949.			August	1950	219,909
			.,	8 Mos.	1950	2,316,377
	e versus 1949			8 Mos.	1949	1,824,929
B Mos.	1950			% Chang	ge versus 1949	
B IVIOS.	1930	+1	02.04		1950	+55.17%
HOTPL	ATES				1950	
(NEMA	Member Sales,	Not Indu	stry)			
August	1950		50,695		LE IRONS	
	1949		35,610	(NEMA	Member Sales, N	ot Industry)
	1950		93,059		1950	
	1949		35,953		1949	
% Chang	je versus 1949				1950	
August	1950	+	70.44		1949	324,313
8 Mos.	1950		57.59	% Chan	ge versus 1949	
IRONS				August	1950	+46.93%
	Mamber Sales	Not led	Verster		1950	
	Member Sales,			WAFE	NG MACHINE	
August	1950. 1949. 1950.	50	59 994		ING MACHINE	
8 Mas.	1950	3 3	39 188		(Electric and C	
8 Mos.	1950.	2.49	28,424		r estimate by Am lry Mfrs. Assn.)	rerican Mome
						204 450
	e versus 1949		0.04.00		1950	
August				8 Mos.	1950	2 668 987
8 Mos.	1950	+ 3	1.21.70	8 Mos.	1949.	1,819,889
RONE	RS					.,,
(Industry	estimate by	American	Home		ge versus 1949	1.70.00
Laund	ry Mfrs Asen.)			8 Mos.	1950	+46.660
	1950		42,700	e ivios.	1730	1 40.00%
	1949		32,300	WATE	R HEATERS, ST	ORAGE
8 Mos.	1950.	2	39,600		Member Sales, N	
8 Mos.	1949	1	89,200		1950	
0 11101						
	ge versus 1949			August		
% Chan	ge versus 1949 1950.	+3	2.20%	August 8 Mos.	1949	46,351

+26.64%

Easy Names Window Winners



NATIONAL WINNER in the Easy national window display contest was this two-ponel display entered by Kaufman Straus Co., Louisville.



SECOND PLACE nationally and first prize in its region went to Kirven's, Columbus, Ga., for this entry in the Easy contest.



ANOTHER SECOND prize winner nationally was this humorous entry by Wright Electrical Co., Elmira, N. Y.

OVER \$15,000 prize money has been distributed among the 106 winners in Easy Washing Machine Corp.'s summer window display contest. The competition drew 2245 entries and was called "one of the most successful merchandising campaigns in our history" by Easy's vice-president in charge of sales, W. H. Reeve.

Dealers were divided into two classes: (1) utilities, department and furniture stores; and (2) appliance and hardware stores and all other outlets. Five prizes were awarded in each class, in each of

ten geographical zones. In addition, three national prizes were ewarded in each class. Top national winners were Kaufman Straus Co. of Louisville and Ernst Hardware of Seattle. Kirven's of Columbus, Ga., and Wright Electric, Elmira, N. Y., took second national prizes.

In complementary contests for its own sales force and distributors, E. R. Benson of Easy's Syracuse division, Norman Anderson, Rochester district sales manager and Leroy Gustafson of G. M. Nutter, Inc., Cleveland, took top honors.

You keep "FIRST" with TAPPAN...

BECAUSE

TAPPAN is FIRST

WITH FEATURES THAT

ARE FIRST IN PREFERENCE



MORE THAN A DOZEN FEATURES
now regarded as essential or desirable in
a modern gas range were first introduced
by Tappan. That goes for the divided top, the
glass oven door, the chrome-lined oven
—and many more.

Tappan was first with the Tel-U-Set, too—the control panel that brings automatic cooking to a housewife's finger tips. And today this feature is not only a first—it's an exclusive. There has never been a time in the last 20 years when Tappan has not given its dealers selling advantages not found on other ranges.

That's why wise dealers will go along with Tappan advertising, even though so many of their customers are already waiting for their Tappans. We're keeping contact with *future* customers. We think it will pay you to do so, too.

The Tappan Stove Company



'em! So colorful it stops 9 out of 10 passers-by-yet compact, ideal for counters. And it's FREE! Just ask your distributor for the sturdy "D-2" Demonstration Display. If

he's unable to supply you, write us at once giving his name and we'll ship direct promptly. Why not get yours now, and sell more Can-O-Mats?

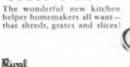
Feature the Entire Rival Gift Line

Rival ICE - 0 - MAT "

Means Christmas cheer and better New Year's parties! Fea-ture it in your gift displays!

Rival

SHRED-O-MAT .



STEAM . O . MATIC . STEAM AND DRY IRON

For Christmas it must be the best-and that means the original, tilt-top, Steam-O-Matic that does more than all other

Build Your Holiday Business

MANUFACTURING CO., KANSAS CITY, MO. RIVAL MANUFACTURING COMPANY OF CANADA, LTD., MONTREAL



D. W. MAY

May to Head Expanded Fleck Sales Program

Fleck Broiler Co., Inc., is currently laying plans to expand distribution of its infra-red ray broilers throughout the United States and abroad. Distribution is currently concentrated in the New York area. Completion of a modern new factory this fall will allow the company to step up produc-tion enough to expand its distribution.

As the first step in the process, Joseph Fleck, president of the firm, announced in mid-September that D. W. May, one of the pioneers in the electrical appliance distribution industry, was returning from retirement to assume direction of national distribu-tion, sales and advertising for the

During his 30 year career May was for many years exclusive distributor of Phileo in New York and New Jersey. He was also eastern regional manager for G-E's electronics department and has distributed other major and traffic appliance lines as well as radio and television.

Production in the new factory in Asbury Park, N. J., together with that in the present New York plant, will increase Fleck's output five times.

In announcing his return to active business, May outlined a compre-hensive program of national promotion for Fleck that will include key-city newspaper advertising, trade publica-tions and national consumer maga-zines. Radio and TV advertising are planned when production permits.

Queen Stove Buys Control Of American Gas Machine

Queen Stove Works, Inc., has purchased controlling interest in the Amer-ican Gas Machine Co. and will operate it as a separate company. Ameri can's present line of products will be distributed through its existing distributor organization. The parent firm will use some space in the American plant for production of Queen Stove

F. A. Trow, president of Queen Stove Works, has been elected president of American Gas Machine Co., succeeding John W. Baillie, who has become chairman of the board for the latter firm. Other new American offi-cers include R. C. Trow, vice president; C. E. Holmquist, secretary-treasurer; R. A. Trow, R. D. Putnam and B. O. Knudson, directors; and R. D. Putnam, advertising and sales motion manager. All but Knudson are officials of Queen Stove. A. I.

Johnson, Jr., formerly regional sales manager for Queen, has been named director of sales for both firms.

Both companies are located in Albert Lea, Minn., and both manufacture oil and gas space heaters.

Board Tightens Credit Controls

The Federal Reserve Board last onth twisted the screws even tighter on the nation's credit.

Less than a month after the original Regulation W restrictions went into effect the Board announced that it was boosting down payment requirements, shortening the maximum maturity periods and reducing the down payment exemption from \$100 to \$50. The reason, said the Board; continuing upward pressure on prices.

The new terms, which went into effect October 16, raise down payment requirements on appliances, television and radio from 15 to 25 percent and shorten maturity from 18 to 15 months. Previously, articles costing less than \$100 were exempt from the down payment requirement but maturities on such articles were limited. Under the new provisions, only ar-ticles costing \$50 or less are exempted from the down payment requirements.



FRANK H. FISHER

Coolerator Expands Range Program under F. H. Fisher

Frank H. Fisher has been named national range specialist to head up an expanded range program by the Cool-erator Co. The new program called introduction of 1951 Coolerator models last month, a more active range promotional activity, the creation of a new home economics division and development of a national Coolerator range demonstration program at the dealer and consumer level.

W. C. Conley, Jr., general sales manager for the firm, said that the new program is the result of Coolerator's rapid progress in the range field. He pointed out that public ac-ceptance of the 1950 line was far above original Coolerator estimates and that range sales for the 1950 fiscal year were 247 percent over last year.

Fisher began his appliance career with R. Cooper, Inc., in 1929 and has specialized in range activities since 1937. Most recently he was with Hotpoint, Inc., as manager of the range

NEW POSITIONS

Crosley Division Avco Mfg. Corp.



INWOOD SMITH



CHARLES A. STOUP



M. B. BECK



DONALD F. MIERSCH

Inwood Smith has been appointed assistant general sales manager in charge of all products for the Crosley division of Avco Mfg. Corp. In this post, a newly created position, he will be in charge of sales functions connected with the development and design of all Crosley products. He was formerly manager of refrigeration for Crosley.

Charles A. Stoup, who has been in charge of the firm's kitchen equipment lines, has been named to succeed Smith in the refrigeration post. Stoup has been with American Central and Crosley for over 16 years.

M. B. Beck, formerly in charge of

M. B. Beck, formerly in charge of kitchen sales in the Philadelphia regional office, has been named manager of kitchen equipment.

of kitchen equipment.

Donald F. Miersch, regional manager of Crosley's southwest region, has been named manager of the firm's electric range and water heater section.

ELECTROMODE CHALLENGES THEM ALL!

NO OTHER HEATER CAN MATCH ELECTROMODE ... FEATURE FOR FEATURE!

- Patented Cost-Aluminum Lifetime Heating Element won't burn out.
- World's safest construction no exposed hot wires to couse shock or burn.
- No danger of fire, thanks to 100% Automatic Safety Switch.
- * 210 square inches of heating surface.
- New Hydraulic Pressure Thermostat built into bathroom models.
- 80 cubic feet of fan-circulated heat delivered every minute.
- · Operates for as little as 1c an hour.
- Won't smudge, won't scorch, won't couse film.
- Delivers 4508 BTU per hour—1320 waits at 110 volts AC.
- . Fan may be used for cooling in summer.
- Made of heavy-gauge furniture steel.
- Noiseless, shaded pale, non radio interfering motor.
- Approved by Underwriters' Laboratories.
- Made by World's Loading Exclusive Manufacturer of All-Electric Heaters Since 1929.

Check the features at the left, and you'll see why Electromode is the greatest all-electric heater value on the market today! No other heater
can compare with Electromode in benefits or feature
for feature!

Here is the most profitable, highest quality, yet moderately priced heater line you can carry. Every sale satisfies both you and the customer because an Electromode gives practically lifetime service. There are no burn-outs, no call-backs, no servicing, no adjustments when you handle Electromode. If you want to make top profit on heaters, mail the coupon below, today!

Edwin L. Wiegand Co.



C. F. KREISER

Nesco, Inc.

FRANCIS R. JOHLIE
Francis R. Johlie, formerly mer-

C. F. Kreiser has been made general sales manager of Edwin L. Wiegand Co. He was formerly assistant sales manager. He joined the firm as a sales engineer in 1946.

He joined the firm as a been appointed director of sales tion for Nesco, Inc.

Philco Corp.

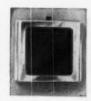
Clarence E. Lindstrom has been named western sales manager for Philco Corp. He has been with Philco for 18 years and most recently was manager of distributor operations.

chandising and program director for Radio Features, Inc., Chicago, has been appointed director of sales promotion for Nesco, Inc.

Royal Vacuum Cleaner Co.

Alfred G. Marshall has been appointed district manager of the Minnesota, Iowa and North and South Dakota territory for the Royal Vacuum The Model PJ-13 Electromode is the world's fastest-moving, high-quality, all-electric portable heater. Has all the features listed above, yet weighs only 15 pounds. So ruggedly built it will support a 200-pound man. It is the one portable on the market that sells and stays sold.





TITLE ___

CITY

Model WJ-13 and WJA-13 Wall-Type Bathroom Heaters are ideal for baths, bedrooms, dining rooms, or any small area. These units build into standard 2" x 4" wall construction. Available in white or chrome, automatic or non-automatic. Electromode makes a complete line of automatic heaters for home, industry and farm.

- 6	CIECTR	OMODE
ľ	all Electric	HEATERS
	John Marin Artist	

GET THE FULL STORY!

RECTROMODE CORPORATION, DEPT, EM-11
45 Crouch St., Rochester 3, N. Y.
If the to make more profit on electric home heaters, Please se feld information. Lam a Circulate. Chemicansies.

full information, I o		r; () wholesaler,	Flease send
		-	
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 	-		

NATIONALLY ADVERTISED





MODEL 4-QT-A SENSATIONAL VALUE

Churns up to 3 quarts of heavy cream or whole milk in a few minutes. High quality, heavy-duty, slow-speed motor with chrome steel housing. Aluminum shaft and dasher detachable and adjustable. Here's a fast moving big profit item that practically sells itself.

Prices subject to change without notice



DELUXE AND STANDARD MODELS

with new, improved, cool-running motors are adjustable to fit awner's crock or jar up to 6-gals. Most customers prefer Gem Dandy Duraglas containers in 3 or 5-gal. sizes. List price 3 and 5-gal. \$2.75. Recommended Dealer's cost \$1.65.

DELUXE MODEL	\$19.95
Recommended Dealer's Cost	\$12.49
STANDARD MODEL	\$16.95
Recommended Dealer's Cost	\$11.02

Order today from your distributor.

ALABAMA MANUFACTURING CO.

Dept. A-172, Birmingham 3, Alabama

NEW POSITIONS

Radio Corp. of America



C. M. ODORIZZI

Charles M. Odorizzi has been elected operating vice-president of the RCA Victor division, Radio Corp. of America. He has been vice-president in charge of service for the division since July, 1949. In his new post he will continue as chairman of the board of the RCA Service Co.

Edward M. Tuft has been elected

Edward M. Tuft has been elected vice-president and director of the personnel department for the RCA Victor division. He has been with the firm 20 years.

Kelvinator Division Nash-Kelvinator Corp.



FRANKLIN E. HOWELL

Franklin E. Howell has been made home freezer sales manager for the Kelvinator division of Nash-Kelvinator Corp. He succeeds R. B. Trick who has been named manager of Kelvinator's Seattle zone. Howell has been field representative for the firm's Leonard division for the past three years.

Allen B. Du Mont Laboratories, Inc.

Joseph H. Moss, Jr., has been named manager of distribution for the receiver sales division of Allen B. Du Mont Laboratories, Inc. He will be responsible for distributor follow-through on all sales and merchandising policies formulated by Du Mont. Moss was formerly Chicago regional sales manager for the firm.

Artkraft Mfg. Corp.

David L. Edelmuth has been elected vice-president in charge of sales of the Artkraft Mfg. Corp.



AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.

SAVES

TIME, MONEY...Error Control checks costly mistakes!

COSTS

LITTLE TO BUY... has features of machines priced much higher!

SERVICE

NEEDED. Mechanical Governor protects



Smith-Corona

Compare features, price . . . Smith-Corona offers appearance and advantages for which you'd expect to pay dollars more. Exclusive Color-speed Keyhoard protects you from error, quickens work. Error Control lets you correct individual column mistakes before adding. "Clear Signal" keeps you from including

you from including unwanted figures. These Smith-Corona extras add up to high value at low cost. See your Smith-Corona dealer.



SMITH-CORONA CASHIER

A complete cash register plus adding machine services at lowest cost



L C SMIT		A TYPEW	RITERS INC
Gentleme	n: Send de dding Mach	tailed lit	lerature on
Name			
Address			
City		Zone	State

NEW LITERATURE

Arvin Industries, Inc.

Arvin Industries, Inc., is announcing to its distributor and dealer organization "the biggest advertising program in all Arvin history" for the company's 1950-51 sales drive on television and radio sets. A 24-page "Fall and Winter Merchandiser" points out that Arvin ads in 16 national magazines will make 265 million "sales calls" during the next four months. Ninety-one ads are scheduled to appear during a 17-week period beginning in mid-September.

Cory Corp.

The Cory Corp. of Chicago recently produced and sent to its retailers a detailed parts chart showing at glance the complete component parts for each model in the company's varied line of glass coffee brewers, electric and automatic coffee brewers. Designed to be mounted either on the wall or under glass, the chart shows each part, together with models in the line, which will fit and gives part numbers and complete price information necessary.

General Electric Co.

The General Electric Receiver Div. in Syracuse, N. Y., has made available to its radio and television distributors 34 new television film commercials representing every set in its current line. One 12-second and one 40-second open-end on each of 17 radio and television models have been sent to every TV station in the country on a no-charge basis. The films are designed for local use by either distributor or dealer, or as local tie-ins on network programs.

Mullins Mfg. Corp.

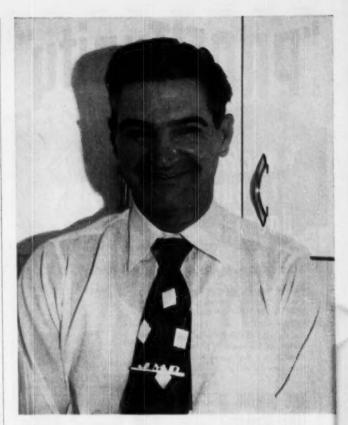
A 20-page booklet entitled "Kitchen Planning on a Small Budget"
has been revised by Youngstown
Kitchens to include photos and
reference to the new Youngstown
Kitchens Jet-Tower dishwasher
and other new equipment. Up-todate "before and after" kitchen
pictures are also included. Originally designed as a supplementary
textbook in kitchen planning for
home economists and homemaking
teachers, the booklet is also used
extensively by retail dealers.

RCA Victor Div., Radio Corp. of America

A new edition of the famous RCA Receiving Tube Manual has been announced by the RCA Tube Department. It incorporates many new features reflecting new developments in electronics, has been completely revised, expanded, and brought up to date.

Royal Electric Co., Inc.

The new full-color catalog of Royal Electric Co., Inc., Paw-tucket, R. I., illustrates a variety of new illuminated Christmas decorations for the holiday selling season. There are new wall plaques, of genuine "Vinylite," lithographed in full color, a new plastic angel, all-plastic candle sets, and a full line of plastic novelties with "Rudolph the Red-Nosed Reindeer."



Department Store Service Manager Credits Klixon Protectors with Reducing Service Calls

BALTIMORE, MD.: Mr. John Devoto, Appliance Service Manager of Hecht Bros., one of Baltimore's and Washington's leading department stores, praises Klixon Protectors for minimizing service calls.

"We find that appliances using Klixon Motor Protectors have cut out the number of service calls to a bare minimum on motor troubles. I can count the number of times on one hand that we have had to replace a Klixon-protected motor in the last three years."



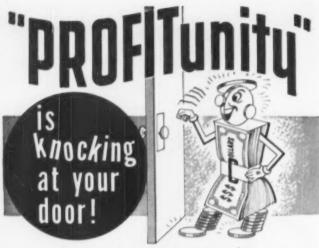
Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by specifying that equipment has motors with Klixon Protectors.



SPENCER THERMOSTAT

Division of Metals & Controls Corp.
2511 FOREST STREET, ATTLEBORO, MASS.



SELL YOUR MARKET FOR RUNNING WATER

Beyond the city water mains looms a big market for electric water systems. Prepare NOW to get YOUR share isf this profitable

Sell the most complete line of electric water systems on the market . . . the dependable DEMING line that meets ALL demands for type, capacity and price.



THE DEMING LINE Blankets Your Water System Market!







WORM DRIVE for

deep wells Figure 562 -WORM

DRIVE"

to 420



wells









MINUTURE for deep wells UNUTURE 900 to 4800 gals, per hou

Deming furnishes you everything you need to build profitable water system business. Direct mail helps, window and counter display material, wall posters, dealer identification signs, complete catalog service.

Consult your Deming Distributor or write us for full

THE DEMING COMPANY 539 BROADWAY . SALEM, OHIO





Appliances in the Magazines

WOMEN'S SERVICE GROUP

Mc Call's

"Wonderful Gifts." by Elizabeth weeney Herbert - November McCall's-four pages of Christmas gift suggestions, many of them electric

Ladies Home Journal

"Planned for Perfection," by Gladys Taber-November Journal-a combination kitchen-laundry is planned for

Good Housekeeping

"The Work and Worry of Blanket Washing," by Helen W. Kendall— November Good Housekeeping—new and revolutionary blanket washing methods are now possible with the aid of automatic electric equipment.

"Put Your Steam Iron to Work," by Lee Chapman-report on findings in laboratory tests of steam irons and experiences of 60 women who have used steam irons in their homes.

Woman's Home Companion

"Time Out for Good Meals," by Bernice Strawn-November Companion-how to plan pre-holiday cleaning and suggestions for meal planning that

will save the homemaker's energy.
"Santa's Helper-Your Sewing Machine," by Betty G. Wadsworth-new sewing machine attachments give Christmas presents a "special-for-you touch."

Household

"This Small Space Earns Its Way," by Marjorie Shuler-October Household-how a breezeway between kitchen and garage was converted into

'You can Like Dishwashing If," by Dahy B. Barnett-dishwashing the automatic way.

Parents

"Planned for Easier Housekeeping" -October Parents—the eighth ex-pandable home plans include an all electric kitchen and laundry-utility

Sunset

"Kitchen-Loggia-Terrace"-October Sunset-western home planners open their kitchens to an outdoor-indoor

HOME SERVICE GROUP

House Beautiful

"The Playhouse-A New Kind of Luxury"-October House Beautifulfeatures a kitchen with fine cabinetry and storage space for utensils and major equipment . . . even the refrig-erator is recessed behind a cabinet even the refrig-

The American Passion for Efficiency," by Charlotte Eaton Conway another modern and extremely efficient kitchen.

The Heart of My Comfort System Is In The Ceiling"—features a year 'round air conditioning system.

House & Garden

"Speed Your Laundry Down A Production Line"-October House & Garden-the laundry is an integral part of a house.

"Good Lighting Can Be Good Looking"—lighting for every room in the house.

"How Does Your Kitchen Grow?" by Edith Ramsay-October American Home-four easy steps to a completely modern kitchen.

Family Circle

"We Whip Through Our Cleaning." by Jessie Bakker-October Family Circle-boys will help with housecleaning when there's a good vacuum

cleaner in the house.
"Southern Kitchen With an Unusual Angle," by Helen Morrison-an all electric kitchen-laundry.

FARM GROUP

Form Journal

"They Built The USDA Kitchen" -October Farm Journal-what it costs to build a model USDA kitchen in various sections of the country.

Successful Farming

"Lamps You Can Make Yourself," by Virginia Blodgett-October Suc-Farming-how to convert vases, bottles and newel posts into table lamps.

"How to Wire Lamp Sockets"wiring data to accompany the above

Progressive Farmer

"We Like Those Kitchens," by Oris Cantrell—a visit to some re-modelled kitchens in Texas.

Country Gentleman

"Give Your House Something for by Lora Stone-Novem-Christmas," Country Gentleman-includes electrical items such as combination ra-dio-phono-TV sets and other TV and radio units, plus several types of clocks.

"Scipio's Kitchen," by Margaret Schnug-suggests a completely mod-ern arrangement replete with automatic equipment of the kitchen often described by author Kelland in his Scipio Mather stories.

HOME ECONOMICS GROUP

What's New in Home Economics

The Household Equipment Section, by Amber C. Ludwig-October, What's New-carries the following

electrical equipment articles: "Your 1950 Laundry Unit Summarized: washers, automatic, automatic and semiautomatic; dryers, gas and electric.

"Synthetic Enamels Used on Household Appliances.

"What's The Score On Your Kitchen?" by Jane Houston-October Forecast—presenting a set of theories for designing and judging kitchen plans with two pages of scoring charts.

Practical Home Economics

"Electric Ranges-New Models Make Cooking Easy," by Lois Cook -October Practical Home Economics a review of the new 1950 features in electric ranges.

Jardine To Continue To Head Pennsylvania Electric Co.

D. W. Jardine has agreed to remain as president of the Pennsylvania Electric Co., Erie, Pa., after November 1, the normal date for his retirement, He has been president since 1946.

DISTRIBUTOR NEWS

Sponsor Notre Dame Games



EVERY GAME played this fall by Notre Dame is being broadcast in the New York area under the joint sponsorship of General Electric's electronics department and Hotpoint, Inc., through their New York distributor, General Electric Supply Corp. Discussing the contract above are John Hicok of Hotpoint, Charles Roberts of GESCO, Richard Brohm and Norman Boggs of WMCA, and James H. Sheils, president of the Notre Dame club of New York.

Crosley Distributing Names O'Brien to New York Post

William J. O'Brien, formerly general manager of the St. Louis branch of Crosley Distributing Corp., has been named general manager of the New York branch. O'Brien joined Crosley in 1949 as New York regional sales promotion manager. Prior to that he had been general manager of Monitor Distributing, Providence, R. I.

McGregor's, Memphis, Names Jernigan to Sales Staff

Gordon Jernigan has been made RCA Victor city sales manager for McGregor's, Inc., Memphis. He has been with McGregor's for 13 years and since 1946 has been manager of the sound engineered products department.

Thor Closes Portland Branch, Names Rice as Distributor

Thor Corp. has closed its Portland branch office and has placed the territory on a distributorship basis. Robert L. Rice, former branch manager, has formed his own firm to handle distribution.

Breyley Joins Indianapolis Firm as Sales Manager

Ray Breyley has been named appliance sales manager for Associated Distributors, Inc., Indianapolis. He was formerly Indiana factory representative and district sales manager for Estate Stove Co.

J. F. Novy Named to WESCO Sales Promotion Position

J. F. Novy has been named appliance sales promotion manager for the northwestern district, WESCO. He was formerly district farm supervisor and succeeds C. R. Lunney, who was called into military service.

TV Distributors Form Seattle Gridiron Club

Thirteen Seattle distributors of television have formed a Gridiron Club to encourage local residents to attend at least one University of Washington home game. Television dealers are handling tickets to the game. The effort is aimed at maintaining attendance despite telecasts of the game.

WESCO Announces Changes In Four Districts

Personnel changes in four districts of Westinghouse Electric Supply Co. have been announced. In the southeastern district C. E. Spaduzzi has been named branch manager of the Miami house succeeding G. H. Wygant who has retired.

In the northwestern district T. S. Fremont has been made manager of consumer products in Chicago and R. T. Shreve becomes district manager of consumer products.

D. H. Keet has been made district service manager in the Southern California district while A. J. Eaton has been made district lamp sales supervisor in the Carolinas district.

Fort Wayne Distributorship Moves; Graham Made Manager

Maumee Sales, Inc., Fort Wayne, Ind., has purchased a new building on Lima road, Fort Wayne, The firm was formerly located at 614 South Lafayette St. The new building is of masonry construction.

N. M. Graham, formerly of Dayton, has been named manager of Maumee Sales.



No matter how well made a piece of electrical equipment may be, its performance depends directly upon the cord set or power supply cord which supplies it with power.

That is why it pays to insist upon Flag Labelled cord sets and power supply cords on the merchandise you handle.

It means that the "lifelines" of lamps, appliances and other electrical equipment have been tested and inspected—not only the cords themselves, but the entire assemblies.

Your customers will respond favorably to this visible evidence of safety precaution. Flag Labelling makes selling easier. It adds a plus value to your merchandise. For these advantages specify Flag Labelled Cords on your orders.

SAFE ELECTRICAL CORD COMMITTEE, 155 East 44th Street, New York 17, N. Y.

Make sure the products you sell are equipped with safe electrical cords bearing the Fina Label





Wrapabout

protection plus...easy, efficient handling



Wrapabout protection for your TV and radio sets costs so little, yet it's worth so much. It's allround protection, insured by heavily-padded canvas outside -soft, scratchless flannel inside. It's versatile protection . . . each Wrapabout adjusts to a variety of sizes. Wrapabouts fasten securely and fast . . . make delivery or service handling easy and swift. Wrapabouts pay for themselves in no time by adding efficiency in your operations . . . by assuring customer satisfaction on deliveries and pick-ups.

Send Wrapabout	prices and information on
fradia) (television) set model #	make
Name	
Address	



REEL and PULLER BILL see Puller

I tools in one.

BIG grip makes it
easy to pull tape
through long conduit runs. Tape can't kink, or
spring lone — it's always in the
conduit or in the reel. Saves up to

FISH TAPE

MAIL TODAY FOR CATALOG INFORMATION

- Voltage Tester Joint Berer Fish Tape, Reel and Puller "Stripmaster" Mand-Type Wire Stripper "Call-Flax" Spring Type Fish O
- Tape B-I Cable Cutter Fuse Clip Clamps Fuse Pallers Test-Lites

JOIST BORER

For floor or ceiling joists. No backbreak, no strain, no lad-ders - just pull on the sprocket chain. Makes inist oring 5 times faster! Co nocked down, less pipe. justable for overhead work



Said Through America's Loading Distributors

1037 Park Aven		Illinois
Please send ca "Short-Cut" Too		tion on the IDEAL left.
NAME		
COMPANY		
ADDRESS		
CITY_	ZONE	STATE

What are the first two questions an electrical contractor asks about a service body?



1. The first is ... HOW'S IT MADE? 2. And the second ... WHAT'LL IT DO FOR ME? HOW'S IT MADE?

Carry-All' carries greater payloads—more electrical and contracting equipment and tools!

WHAT'LL IT DO FOR ME?

The MORRISON "Carry All" is designed for ready adaptation to any job in the electrical and contracting industries! Marrison made pravisions in the basic dissign for — and has made available a selection of—specialized eccessories, so that the basic "Carry-All" can be easily adapted for any purpose! Additional special equipment is available for installation by more than 50 established truck equipment distributors strategically located from court to const. coast to coast

Write Inday for FREE LITERATURE on the MORRISON "Carry-Ail", the sensational new "Carry-Ail" TRAILETTE, the "Carry-Ail" SIDE SOXES and accessories.

MORRISON STEEL PRODUCTS, INC. Carry-All Body Division

607 AMHERST ST.

BUFFALO 7, N. Y.

DISTRIBUTOR NEWS

RCA Victor Distributing, Buffalo, Names Southwick

R. R. Southwick has been made appliance sales manager of RCA Victor Distributing Corp., Buffale He will be in charge of both the Buffalo and Rochester areas.

World Radio, Toledo, Buys And Remodels Building

World Radio and Appliance Co., Toledo, recently purchased the three-story building it occupies 1020 Adams St. The building has been extensively remodeled; new facilities include a television salon for demonstrations to dealers.

Tri-State Buys Monumental Supply Co., Baltimore

Tri-State Electrical Supply Co., Baltimore, has taken over the Mon-umental Electrical Supply Co. of that city. The combined companies will be operated from Tri-State's new warehouse at Raven Rd. and 28th St. Robert and Herbert McCalley, who have headed Monumental since the death of their father, will be associated with Tri-State

G-E Brings Sales Counselors To New York for Meeting

General Electric played host to its top 100 distributor sales counselors in early September by bringing the men from 26 states to New York as guests of the company. Although the group represented only little more than 20 percent of the firm's appliance distributor sales coun-selors, it accounted for sales of more than one-third of all G-E ma jor appliances sold in the first half of the year. The convention was the second since the war and the sixth since the G-E Sales Counselors Club was formed in 1938.

KTM Distributors Moves To Main Floor Location

KTM Distributors, Inc., Cincinnati, has moved from the fifth floor to the main floor of the building it occupies on the edge of the downtown area. The new quarters give the firm 30,000 square feet of floor

In Father's Steps



ROBERT SAMPSON, new executive vice-president of Sampson Distributing Co., Chicago, is shown with his father. Pete Sampson.

John Walter, Inc., Names Shore in Sales Post

William Shore has been made director of sales for Stewart-Warner radio and television in the New Jer-sey area for John W. Walter, Inc., New York distributing firm, Shore was formerly with Krich-Radisco and TeleKing.

Hyland Electrical Sponsors Breakfast Tour of Plant

Hyland Electrical Supply Co., Chicago, recently sponsored a "breakfast tour" of the Ekco Products Co. plant for seventeen of its salesmen. Paul Crawford, Chicago division sales manager for Ekco, acted as host while vice-president Willard Swaab and promotion direc-tor Hilly Graham headed the Hyland group.

Raymond Rosen to Sponsor Hour-long Sunday TV Show

Raymond Rosen & Co., Philadelphia distributor for Bendix Home Appliances, Inc., has signed a 26 week contract for sponsorship of a one hour and fifteen minute Sunday afternoon television show. Cosponsor for the program is Zippy Products, Inc., manufacturers of liquid starch. Commercials will be done live from a laundry-kitchen installed in the WPTZ studios by

WESCO Pledges to Continue "High Business Standards"

Asserting that "mutual confidence among individuals and among businesses will strengthen the welfare of our country," John F. Myers, president of Westinghouse Electric Supply Co., in late September promised that his firm would continue to practice during the present crit-ical situation the "same high business standards it has observed for 28 years.

Newark Branch of Admiral Stages Dealer Open House

Northern New Jersey dealers and their personnel were the guests of Admiral Corp.'s Newark distributing division at an open house October 1 and 2. The event celebrated the formal opening of the Newark division as a factory branch. On hand for the event were Clarence Tay, president of Admiral factory branches and Robert Howard and Daniel L. Jacobs, general manager and sales manager of the Newark branch.

Supplee-Biddle-Steltz Buys Eastern Electrical Supply

Assets, certain inventories and trademark of the Eastern Electrical Supply Co., Newark, have been pur-chased by Supplee-Biddle-Steltz Co., Philadelphia housewares distributor The Newark firm will be operated as the Eastern Electrical Supply division of the Philadelphia firm. Duke Bailey will be manager of the branch. Abe Beller, former presi-dent of Eastern, will be affiliated with Supplee-Bidde-Steltz in a sales

PARTICULAR, PRACTICAL SANTAS PICK CALLMASTER as the PERFECT PRESENT



. . . and primed DEALERS pyramid profits!

Callmaster

Electronic 2-Way Communicator

Particular buyers of practical gifts . . . the type that comes most often to your store . . . will welcome Callmaster with open wallets! Because Callmaster offers . . . convenient, dependable, economical inter-communication . . . at a sensible price!

Callmaster, a fascinating time and step saver . . . voice saver, too . . . appeals immediately to homeowners, business, and professional people, everywhere. With Callmaster, they actually can be in two places at once. (Especially important to the busy housewife and mother!)

Be ready. Stock . . . feature . . . SELL Callmaster, this Christmas season and all year 'round. Take advantage of these sales-making advantages:

PRICE—Callmaster offers, at low cost, quality equal to the most expensive equipment.

PERFORMANCE — Perfect sound fidelity. Even a whisper or whimper is received clear and true.

APPEARANCE—Lustrous, mahogany-grained plastic cabinet. Extra-thick, electric-shock-proof. Bakelite control knobs.

PRECISION BUILT—Engineered to rigid specifications. All components top quality. No "surplus" parts used.

INSTALLATION—Easier to hook up than standard doorbell system.

SERVICE — Durable, rugged. Callmaster doesn't have to be "babied". Full RMA

COMPLETE LINE—Master and sub-station sets (Illus.)—Multi sub-station systems with Selective Master-de luxe All-Master systems. A system for your every prospect.

DEALERS—Ask your Supplier (or write direct to us) about the Callmaster "Profit Package". mat service, displays, window hanners, direct mail material . . . all with the accent on you!



DISTRIBUTORS

American Central Division Avco Mfg. Corp.

A direct factory branch has been set up to handle distribution of American Kitchens in the metropolitan New York City area.

Astral Industries, Inc.

Two new distributors have been named by Astral Industries, Inc., for the firm's absorption-type refrigerator.

Hamburg Bros., Pittsburgh, Pa. Lone Star Wholesalers, Inc., Dalles, Tex.

Andrea Radio Corp.

Three new distributors have been named by Andrea Radio Corp.

D'Elia Electric Co., Bridgeport, Conn. Ramsey-Bennett Co., Cleveland, Ohia Bowers Wholesale Corp., Norfolk, Va.

Admiral Corp.

G. W. Onthank Co., Des Moines, Ia., has been named a distributor of Admiral radio, television and appliance lines.

Blackstone Corp.

Eight new distributors have been named by Blackstone Corp.

J. J. Skinner & Co., Inc., Cleveland, Ohio Southern Wholesale Co., Inc., Shreveport, La.

Cavanaugh Co., Youngstown, Ohio Robert F. Clark Co., Denver, Colo. Roberts Distributing Co., Houston, Tex. Thomson-Diggs Co., Inc., San Francisco,

Eastern Co., Providence, R. I. Brown-Camp Hdwe. Co., Des Moines, Ia.

Allen B. Du Mont Laboratories, Inc.

B. K. Sweeney Co., Denver, Colo., has been named a distributor of Du Mont television sets.

General Mills, Inc.

Irval Sales Co., Inc., Yonkers, N. Y., has been made a distributor of General Mills electric housewares.

Hoover Co.

Two new distributors of irons, hand vacuum cleaners and floor polishers have been named by the Hoover Co.

Roycraft Co., Minneapolis, Minn. Roskin Distributors, Inc., Hartford, Conn.

Hallicrafters Co.

Four new distributors have been appointed by Hallicrafters Co.

Appliance Merchandisers, Inc., Ft. Wayne, Ind. Louis O. Bowman, Richmond, Va. Graybar Electric Co., Houston, Texas Indiana Distributors, Indianapolis, Ind.

International Harvester Co.

Wyatt-Cornick, Inc., Richmond, Va., has been named a distributor of International Harvester refrigeration products.





TAYLOR SUMMER BREEZE DRYER



"BEST"

SAY LEADING **MANUFACTURERS®** for Installing

AUTOMATIC WASHERS

This Guardian Inlet Control Valve will answer your installation problem! That's what leading manufacturers of automatic washers tell their dealers in their service bulletins. You can cut costs to the bone on every installation by using this Guardian valve which is especially deeigned for automatic washers. Simplifies plumbing problems saves installation time . . saves cost of extra tees, ells, nipples, etc. Provides dual outlets for het and cold water with valve contor not and cold water with valve con-trolled intel supply to automatic washer and through waterways to existing fau-cets or tub lines. Try a pair on your next installation and see how you can save! Write for complete specifications and typical application drawings given in Bulletin V 102.

"Numes on request.

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Pat. Pending

No. 1800 Series

Iniet Control Valve. Brass or Chromium finish. Left or right hand hose outlets. Standard by LP.T. male and female ends at outlet and inlet of through waterway. Inlet hose concettion male for by standard hose

For general applications on automat washer supply lines use the No. 1500 Guardian Valve. Inlet ½" or ¾" male taper thread, outlet male for ¾" standard hose coupling.

To be sure you ent Guardian quality look for the name Guardian stamped on the body of the valve. All Guardian valves are Guaran- tood Valvas.	GUARDIAN L. GUALITY IS REAL ECONOMY
PRODU	dian CTS CORP. DIVISION B. E. Second Street

MITRIGON CITY, INGIONE

DISTRIBUTORS APPOINTED

Murray Corp. of America

Two new distributors have been appointed by Murray Corp. of America.

Gross Distributors, Inc., New York, N. Y. A. F. Epting Appliance Co., Charlotte, N. C.

Packard-Bell Co.

Seven new distributors have been appointed by Packard-Bell Co.

George C. Mills, Los Angeles, Calif. James Madden, Gardena, Calif. A. R. Bell, Oakland, Calif. Oliver Haack, Spokane, Wash. Appliance Distributors, Inc., Denver,

Colo.
John E. Amberg, San Francisco, Calif.
L. H. Lewis Co., South Gate, Calif.

Stromberg-Carlson Co.

World Radio & Appliance Co., Toledo, Ohio, has been made a dis-tributor of Stromberg-Carlson radio and television.

Tele-Tone Radio Corp.

Bregenzer Distributing Co., Minneapolis, Minn., has been named a distributor of Tele-Tone radio and

Zenith Machine Co.

Two new distributors of Zenith washers have been appointed.

Allied Electric Supply, Pittsburgh, Pa. Triangle Industries, Chicago, III.

Holcomb & Hoke Mfg. Co., Inc.

J. V. Folsom Co., Dallas, Tex., has been named southwestern sales representative for the ventilating di-vision of Holcomb & Hoke Mfg. Co., Inc.

Steelman Phonograph & Radio Co., Inc.

Wood & Cies Distributing Co... Los Angeles, has been made a distributor for Steelman Phonograph & Radio Co., Inc.

Fowler Mfg. Co.

Four new distributors have been named to distribute Fowler water

Appliance Wholesalers, Portland, Ore. Schwabacher Hardware Co., Seattle, Wash.

F. B. Connelley Co., Seattle, Wash. Columbia Electric & Mfg. Co., Spokane, Wash.

Trav-Ler Radio Corp.

Twin States Distributing Co., Charlotte, N. C., has been named a distributor of Trav-Ler radio and television lines.

Landers, Frary & Clark

Central Queens Electric Supply Co., Jamaica, N. Y., has been made a distributor of Universal ranges, water heaters and home laundry equipment.





a Patented Br Bearing Crawle Tread

 Sturdy Construct tion - Aluminu Steel or Wood

 Safety Straps · Patented Strap

The Famous Crawler Tread

Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting ... no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

Write for Catalog.

Stevens Appliance Truck Co.

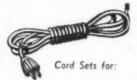
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Columbia &

"The Home of Good Cord Sets"

"Columbia's Cord Assemblies are made of the finest Underwriters Approved cord and plugs. Quantity and service are yours for the asking -WRITE TODAY!



· Television

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· Clocks • Refrigerators

· Electrical Appliances

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We stock U/L appliance hookup wire from 22 to 12 Ga 10 colors available

COLUMBIA Wire & Supply Co.

2850 Irving Park Rd. Chicago 18, III.

"National Distributors and Warehouse for Anaconda Densheath Television and Radio Wire and Cables."

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Shortest Distance Between YOU and PROFITS



Vented Rediant Circulator 30, 45 & 65,000 Btu





Cool Safety Cabinet Unvented Radient Circulater 12, 20, 25 & 35,000 Btu



The **Dearbarn**Line

Because MORE People Ask for Dearborn



Cincinnati Association Elects New Officers

Joseph C. Martin, head of Williams & Martin Corp., has been elected president of the major appliance division of the Cincinnati Electrical Assn. for the coming year. Felix L. Kahn was named vice-president. William L. Mitchener, general manager of the appliance division of Bimel Co., was named president of the radio and television division of the Association.

Rocky Mountain League Holds 47th Convention

Speakers from every branch of the electrical industry were included on the program of the 47th annual convention of the Rocky Mountain Electrical League held early last month at the Broadmoor Hotel, Colorado Springs. Among those appearing on the program were R. S. Peare, A. L. Scaife and Alston Rodgers of General Electric, R. S. Kersh of Westinghouse, B. K. Wickstrum of Sylvania, J. W. Parker of the Detroit Edison Co. and L. V. Sutton, president of the Edison Electric Institute.

Schuele Elected President Of Cleveland League

K. R. Schuele, vice-president of Fries & Schuele Co., has been elected president of the Electrical League of Cleveland, succeeding Willard E. Henges of Graybar Electric.

Chicago Electric Assn. Opens Cooking Institute

A permanent exhibit for the display and promotion of all-electric kitchens and electric ranges has been opened in Chicago by the city's Electric Assn. The Electric Cooking Institute will

The Electric Cooking Institute will occups 6500 square feet of space on the main floor at 68 W. Adams St., and will include a mass display of ranges by 12 manufacturers, a "dream kitchen", a kitchen planning center and the Jane Foster Advisory Service.

Commonwealth Edison has turned

Commonwealth Edison has turned over its Jane Foster activities to the Institute; they include a weekly cooking school, a cooking school for business women and regular matinee teasfor groups from various women's organizations.

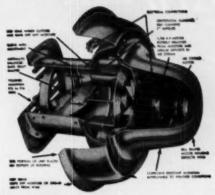
Planning for Profits Is Theme of NIEC Conference

"Planning for Profits in 1951" was the theme of the fifth annual Nebraska-lowa Electrical Council conference held in the Blackstone Hotel in Omaha in late September. Speakers included I. E. Showerman, NBC vicepresident, L. R. Anderson and R. E. Birr of General Electric, and Sam Vining of Westinghouse.

Over 400 dealers, distributors and other representatives of the electrical industry attended the oneday conference.

Pointing out that "sincerity and enthusiasm" are the only requisites for selling, V. E. (Sam) Vining, merchandising consultant to Westinghouse's electric appliance division, told the dealers to keep their sales programs simple.

THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Different, because it is FIRE-SAFE, grease laden air is NOT drawn over motor: Different, because iniaks grill may be mounted above cooking range even on inside wall:

Different, because ordinary \$" stove pipe will serve for making connection between intake grill and exhaust fan;

Different, because it is QUIET, operating mechanism is mounted OUTSIDE the wall;

Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corresion-free aluminum.

Yes, the Kitchen-aire is different. It is electrically aperated, con be installed mywhere in new or old houses, keeps kitchens cool and edorloss, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved.

Advertised in Better Homes and Gardens. A tast sellent inquire today.

STEWART MANUFACTURING COMPANY

3202 E. Washington Street

Indianapolis, Indiana

Christmas IS THE PEAK BUYING SEASON FOR RITTENHOUSE Door Chimes



THIS STANDARD DISPLAY
IS A COMPLETE
CHIME DEPARTMENT

Get into the profit-making door chime business with this attractive display board. Your customers will see and hear the various models and actually sell themselves. You can get a new display board now for the price of the chimes alone. Several boards to choose from. Call your electrical wholesaler, or write us

STOCK UP! CASH IN!

- . GOLDEN TONE
- SMART STYLING
- · VARIETY OF MODELS
- . POPULAR PRICES

More door chimes are sold during the Christmas season than at any other time of the year. Get your share of the business in your community by featuring Rittenhouse... the line the public knows best.



MILLIONS OF PROSPECTS
WILL SEE OUR NATIONAL ADVERTISING

Millions of readers of these popular home magazines will see Rittenhouse Door Chime ads. Stock up to meet the demand.

Rillenhouse DOOR CHIMES



• Cash in on this tremendous market with FASCO ventilators... outstanding from every angle—quality, performance and price. Designed in collaboration with America's leading home builders, FASCO ventilators are quickly and easily installed in all types of construction. They move more air for less money. (There are 15,000 FASCO ventilators in Levitt boxtes alone!) Models for outside walls, or for ceilings and inside walls. Order now for your share of these steadily increasing profits.

WRITE, WIRE or PHONE for complete information. FASCO Industries, Inc., 15 Union St., Rochester 2, N. Y. (Phone HAmilton 1800.)



Models 1020-1021 (10") "Ceil-M-Wall" Ventilator

For ceilings and incide walls

1044-1046 (10") For outside walls

ASCO Industries, Inc. ROCHESTER 2, NEW YORK

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are you selling

America's Fastest-**Selling Line** of Ice Cream Freezers?

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THE J. E. PORTER CORPORATION America's Largest Manufacturers of Home

Ica Cream Freezers - 82 years Old 304-6 BROADWAY, OTTAWA, ILLINOIS

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get along like newlyweds with their electrical appliances, if the cord sets are CORNISH... and long wear...
the happy furewell
to CORDelicium!



CORDS and CORD SETS APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers . . why not by YOU

A full line of Flexible Cords for the Repair and Service industry, obtainable through Jobbers and Distributors

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Enjoy the ADDED Beauty of Your Lighted Tree in MOTION . . .

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This unusual novelty is just what you need for thrilling haliday windows—and ideal for Christmes displays throughout the store, too. The "Kasson" is a handsome, stored unit with a dependable, self-starting A.C. malor, lasts for years!

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Dept. 65, 267 Mott St. New York 12, N. Y.

PROFIT,

SEE NO EVIL



It is evil to gloat upon man's errors. But only a monkey blinds his eyes to the evils man suffers. We must open our eyes to the facts of cancer in order to defend ourselves against this dreaded scourge. For humanity's sake — and our own preservation — we must support the crusade against this mortal enemy of man.

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PADDED APPLIANCE COVERS

REFRIGERATOR COVER \$13.95

Carrying harness extra. Waterproof, padded. Adjustable to fit 4 to 10 cu. it. boxes. Wraps around completely.

WASHING MACHINE

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Easy to slip on and to remove. Fits over back quard, to s, width 42", depth 28",



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Easily, Quickly, Safely

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Handling stoves, refrigerators, freezers and other heavy, awkward loads is a cinch with Roll-Or-Kari Dual Trucks. Adjustable to any size load, Roll-Or-Kari Trucks with the patented Step-On-Lift and Web Lock and Tightener are easy to attach and easy to roll. Foot lever on each truck raises truck to rolling position. Folding handles. Capacity 1,000 lbs. Shipping weight 40 lbs.

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from this



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THE

MERCHANDISING

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• INSTRUCTION

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FOR MORE SALES - FOR MORE PROFITS

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THE NEW KEEN MODEL SR

All Purpose Home Delivery Adjustable All-furpose Home Delivery Adjustable Magnesium Appliance Truck. Appliances can be moved horizontally, diagonally and vertically and also has a special feature in 4 3" swirel caster which permits the truck to also be moved sideways. This is advantageous in basement wells. Photograph shows a man with a perfect hand-hold lifting deep-freeze onto delivery truck.

Write for your catalog to

KEEN MFG. CO. 505 Dogwood Harlingen, Texas



Tough jobs MADE EASY WITH THE NEW YEATS APPLIANCE DOLLY

You'll have no worries about second story delivaries when you use the dolly with the Step Glide. Climb those steps with less effort, in less time, and with more safety. The 56" tall aluminum frame hos curved cross members for round appliances, straight slide on back for quick, easy loading, and a felt.

ances, straight slide on back for quick, easy loading, and a felt padded front. YEATS IS THE ONLY DOLLY WITH PATENTED STRAP RATCHET. Write for full information.

YEATS APPLIANCE BOLLY SALES CO.

2124 North 12 Street Milwaukee 3, Wis.

HAND TRUCKS for Safe & Basy handling of

BANGES REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION SETS

SELF-LIFTING PIANO TRUCK CO.

LOVELL WRINGER ROLLS

Factory Machined Rolls Save Time WASHER AND IRONER PARTS IRONER PADS AND COVERS ALL SIZES FOR ALL MAKES OHIO WASHER COMPANY

Our 482-page Catalog of Catalog of Gatalog of Gatalog of Secum Cleaner Parts. Save money by ordering all your supplies from one dependable source.

Quality, Service, Low Prices

MIDWEST APPLIANCE PARTS CO.



MEND-IT-SLEEVE

MEND-IT SLEEVE

COIN METERS

Add Profits



79 E. 45th Street

Self sein-sperated laun-dry equipment today. Trailer Parks Behoels Clubs Apartment Houses Housing Projects

ROBCO has a coin meter for every por-pose. Write today Wm. J. Doherty

Inc. New York 17, N. Y

WESTWARD WASHING MACHINE CO. Manufacturers of Parts

ELECTRIC RANGE PARTS

UNITS -- SWITCHES ASSESTOS COVERED WIRE RESISTANCE COILS

Standard Electric Stove & Mfg. Co. 831 W. Central Avenue Toledo, Ohio

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to a page. Copy for new advertisements reouved by November 10th will appear in the
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Relative to highest efficiency aerodynamic products including exclusive Design Styling, supported by highest C.F.M. per watt input.

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BO-1999, Electrical Merchantising \$20 N. Michigan Ave. Chicago 11, Ill.

ARIZONA BUSINESS OPPORTUNITY

POR SALE Exclusive Electric and Gas Appliance Business. Exclusive GE. Philoo. Voungstown, Punel Ray trunchises for city of 7009. Annual sales volume \$80,000. Net \$19,000 or get.

60-7826, Electrical Merchandising for Post St., Nan Francisco & Calif.

WANTED SALES MGR.

National Mfgr. of leading major ap-pliance wants high-calibre, executive sales manager to take charge of sales Mid-West and Eastern states. Top earnings. Must have sales experience in plumbing, appliance and building trade. Write. Give complete bus. back-ground, educ., expr., etc. Confidential.

SW-777A, Electrical Merchandising 238 W. 42nd St., New York 18, N. Y

Wanted DISTRICT SALES MGR.

National Mfgr. of leading major appliance wants high-calibre, sales manager ance wants high calibre, sales manager to supervise and develop sales in Atlanta, Georgia. Must have sales experience in plumbing, appliance and building trade. Top earnings. Give complete bus. background, educ., expr., etc. Confidential.

SW-7776, Electrical Merchandising

REPLIES (Ros No.): Address to office nearest you NEW YORK: 350 W. 42nd St. (18) CHICAGO: 520 N. Michigan Ave. (11) SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

BOOST YOU'R Income! Sell guaranteed top quality enamels, paints, varnishes, stains. Established manufacturer can service 1000 new retail sullets east of Rockies; factory-to-dealer plan. Volume business, good commis-sion, projected territory. Write RW-7338, Electrical Marchandising.

YIKING AIR Conditioning Corporation, an AA1 manufacturer is looking for an established agent to represent them in the State of Leutsians. Mississippi and Western Tennessee. Man must have following among electrical appliance wholesalers, electrical supply jobbers and housewares buyers to sell window Tans. Send full particulars to 5601 Walworth Avenue, Cleveland 2, Ohio.

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ELVA G. MASLIN (My commission expires March 36, 1952)

EMPLOYMENT . . . EQUIPMENT . . . BUSINESS

OPPORTUNITIES

Whatever your needthink "SEARCHLIGHT" FIRST The

1950-1951

ELECTRICAL MERCHANDISING CLASSIFIED DIRECTORY

01

APPLIANCE, RADIO AND TELEVISION MANUFACTURERS

is now available

This Directory was prepared by the Statistical Department of ELECTRICAL MERCHANDISING together with all known appliance manufacturers who have cooperated up to this date.

No expense was spared to make this the most accurate Directory published in this vast field. Here are listed over 3000 Manufacturers of Appliances, Radios, Television Sets and Record Players, complete with trade names, street and city addresses, etc.

Dealers, distributors, manufacturers and advertising agencies doing business with this industry will find this Directory invaluable to have on file as a handy guide to names of all the manufacturers of appliances, radios and television sets. The size of this directory, which is approximately $4\frac{1}{2}$ " x 11", makes it very handy to carry in a coat pocket for quick and easy use.

PRICE 50c

Special prices available on orders of 25 or more copies if shipped to one address. For prices fill in bottom line of coupon.

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At 50¢ per copy, please enter my order for the following . . .

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RESEARCH DEPARTMENT

ELECTRICAL MERCHANDISING

330 W. 42nd St. . A McGraw-Hill Publication . New York 18, N.Y.

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BUSINESS OPPORTUNITIES

AIR-FLO

MODEL

AUTOMATIC SHUTTER WEATHER-SEALED



It Leads the Field In Features

There is every reason why you should use AIR-FLO shutters on your job. New heavy reinforcoment artip odds atreagth and long life to the louvers, assures quiet operation and perfect counterbalance, prevents ratiling. Aluminum louvers open fully, permitting capacity fan operation. Deep ahroad protects shutter from high winds. Tie-red, brackets and hearing inside frame, not exposed to weather. Special linish resists corresion. Many other features. Write for illustrated cate of 42-8 of the complete AIR-FLO line.

AIR CONDITIONING PRODUCTS CO.

2340 West Lafayette Blvd. DETROIT 16, MICHIGAN



*PAYS FOR ITSELF IN A WEEK because one man can handle appliances weighing up to 800 lbs. Wheels swing forward to slide truck under the appliance; swing back to center the load.

Sled-runner frame slides up and down stairs, in or out of truck. Appliance is strapped on and cinched tight with ratchet cincher. Rubber pads protect appliance. Order yours today . . . only \$48.50

COLSON EQUIPMENT & SUPPLY CO.



The Clouded Crystal Ball

I T is becoming increasingly clear that, regardless of the duration of the Korean war, the appliance and radio industries are facing severe restrictions. We know now that the cessation of hostilities is scarcely likely to alter the pattern of rigid economic controls set up by the government in the interest of our preparedness and defense. We are faced with the restrictions of a long-pull effort rather than those temporary measures that would normally be identified with a short military skirmish.

Already the seriousness of the situation is becoming manifest. Before the government has even announced the extent to which supplies of critical raw materials will be cut back in the consumer durable goods industry, major appliance manufacturers have announced plans for a curtailment of production. These voluntary cut-backs were forced on them by their inability to obtain required amounts of steel, copper and other materials and components. We know, too, that the recent moves of the Federal Reserve Board in reimposing restrictions on installment credit and in drastically stiffening the requirements for the purchase of homes is going to make itself felt in the months ahead. Certainly we know that, if these moves do not prove sufficiently effective in stemming consumer buying of durable goods, it is the avowed policy of the administration to tighten such controls even further. We know, too, that two other economic factors are going to have a profound effect on the purchasing power of our customers:

 Personal income taxes which have already been increased to some extent are almost sure to be raised even higher by next year.

2. The inflationary spiral of prices for our goods will inevitably result in decreased demand. Still another important factor which must be considered in trying to assess the future force on our business is the rapidly dwindling supply of trained manpower. Other elements as yet undetermined may further complicate this already clouded crystal ball. There is talk, for instance, of easing the inflationary pressure through compulsory savings, which means the siphoning off of money formerly spent for consumer goods into government savings bonds.

ALL of which brings us to a consideration of a question which we believe will become increasingly important in 1951-the continued need for creative selling. Granted that, in the meantime, we can look forward to at least a 25 percent reduction in the volume of goods we have to sell, the inference drawn by many is that we will once again be in a sellers' market. We do not believe that the evidence warrants this assumption. When you take into account the fact that raw material supplies are already at a critical stage, even before any government clamp-down, and that manufacturers have already cut back production, it is obvious that the supply of goods is going to be affected. Against that fact, however, you must place vital deterrents to normal buying: rapidly increasing prices not only for our own goods, but also for all the commodities and services the family needs; the prospect of drastically higher taxes which will further cut into the family's income; the prospect of even more rigid controls on installment credit that are in effect at present; and, finally, the drafting of hundreds of thousands of skilled workers into the armed forces or into defense plants.

THE only hope in the situation is that although moving into a war economy, but as yet not fighting a full-scale war, the government will not see fit to impose such absolute controls as we experienced in World War II. The main point we would like to make, however, is that the sales job, even with only 75 percent of the normal supply of goods available in 1951, will require just as energetic a job of selling as in the year past.

If the financial ability of our customers to buy is to be sharply curtailed through higher taxes, higher prices, compulsory savings and stringent controls on installment credit, it would take an optimist to see a sellers' market in those circumstances.

We may have fewer goods to sell, but we are going to have to look a damn sight harder to find the people able to buy them.

Laurence aray ,



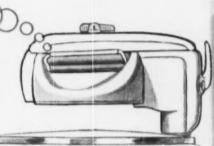
The wringer with talking points a woman can't resist

(... and it knows when to stop)

Women listen when they hear the Lovell 77 story. No other wringer does so much to make washday fast and simple. Demonstrate the 77 wringer—let it speak for itself!

PULL AND I STOP

A slight instinctive tug stops my rolls instantly. I put safety where you need it most—at your finger tips.



PUSH AND I SWING

A lady-like push on the wringer frame swings me to the next operating position. And I don't have a position lock lever to complicate things.

I WRING OUT MORE DIRT, TOO

My gentle Pressure Cleansing action forces out dirt that would normally remain in the fabric. I'm quick and careful, too!



AND LOOK HOW I'M BUILT!

We Lovell 77 wringers not only do our jobs better, we live longer—thanks to Lovell construction features like these:

"GUARDED TOP" CONSTRUCTION gives housewives added protection.

POWER ELECTRIC ROLLS with three laminations of rubber give right cleansing pressure.

HARDWOOD BEARINGS never need oiling.

singli-liar spring gives balanced pressure.

ADJUSTABLE PRESSURE for every kind of fabric.

ALL-STEEL H-type frame prevents twisting or breaking.

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER, THE BEST ARE LOVELL EQUIPPED!



PRESSURE CLEANSING WRINGERS

LOVELL MFG. CO., ERIE, PA.

also makers of Lovell Drying Units



New star salesman for Kelvinator dealers!

IT'S MORTON DOWNEY, star of the sparkling new Kelvinator television show, "STAR OF THE FAMILY," televised coast-to-coast every week in every major television city and town in the country!

In the short few weeks since its première, this great new show . . . with Morton Downey singing and emceeing . . . has already brought to American families such noted performers as Morey Amsterdam, Joan Edwards, The Ink Spots, Miss America of 1951, The Rooneys, Connie Boswell, and other topflight stars of the entertainment world.

It has also brought to millions of American families fuller awareness of another great family—the whole family of Kelvinator Electrical Products, featured attractions at all Kelvinator dealer stores.

Here is great new advertising and merchandising backing from Kelvinator that is doing a powerful selling job for retailers right now . . . and one that will help them build solidly for the future.

Here is dynamic new expression of Kelvinator's retailminded thinking...dramatic fulfillment of that pledge in the Kelvinator Franchise book which states:

"Retail-Minded Advertising . . .

The sincere and forceful character of Kelvinator advertising builds an ever-increasing preference for the products of Kelvinator, and respect for the dealers who handle them. The measure of every advertising program is . . . how effectively will it contribute to the sale of merchandise for the retailer? And that simple but sure gauge of merit will remain the guiding consideration in the designing of Kelvinator advertising . . . through the years."

Above: Morton Downey, singing star and Master of Ceremonies of Kelvinator's "Star of The Family" show, and John Laing, announcer, on the night of the première.

GET MORE JULIA COLVENIA COLOR

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

TUNE IN! CBS-TV

KELVINATOR'S
"STAR OF THE FAMILY"
See your local paper for day, time
and station